

MEMORANDUM

September 24, 1957

To: All NAEB Committee Chairmen

cc: Harry J. Skornia

From: Burton Paulu

Subject: Report to Annual Convention.

As you know, it is customary for NAEB committee chairmen to report to the membership at the annual convention of the Association. In arranging these reports, we have found that it expedites the presentations if each committee chairman supplies our headquarters with a written report which can be dittoed and distributed at the convention. The chairman then need give only a brief oral report, and be available for questions from the floor.

Would each of you who has not already done so, therefore, please prepare a report of the activities of your committee during the past year? The exact length, of course, depends upon how much you have to say. I would suggest not more than three or four pages at the most, although a few paragraphs will be enough if you think that will suffice. These reports should be sent to headquarters by October 4 (14 Gregory Hall, University of Illinois, Urbana, Illinois) for dittoing and distribution at the annual meeting.

BP:ds

B. P.

ADDRESSES OF NAEB RESEARCH COMMITTEE MEMBERS

1. Dr. Burton Paulu, President, NAEB, Station KUOM, University of Minnesota,
Minneapolis, Minnesota
2. Dr. Harry J. Skornia, Executive Director, National Association of Educational
Broadcasters, 14 Gregory Hall, Urbana, Illinois
3. Professor Gale Adkins, Director, Office of Radio-TV Research, University of Kansas
Lawrence, Kansas
4. Dr. Sam L. Becker, Director, Television Center, State University of Iowa,
Iowa City, Iowa
5. Mr. Robert Coleman, Manager, Stations WKAR-WKAR-FM, Michigan State University,
East Lansing, Michigan
6. Professor Clarence Flick, 833 9th Street, Santa Monica, California
7. Dr. Kenneth Harwood, Chairman, Department of Telecommunications, University of
Southern California, Los Angeles, California
8. Dr. Irving R. Merrill, Director, Television Research, Michigan State University,
East Lansing, Michigan
9. Dr. I. Keith Tyler, Director, Institute for Education by Radio-TV, Ohio State
University, Columbus, Ohio
- ~~Dr. Richard B. Hull, Director, Radio and TV, The Ohio State University,
Columbus, Ohio~~
10. Mr. Raymond D. Cheydleur, Ass't. Dir., University Broadcasting Services,
Florida State University, Tallahassee, Florida

TO: NAEB Research Committee
FROM: Raymond D. Cheydleur, Chairman
RE: Topic Material For the Research Seminar
DATE: September 30, 1957

No deadline was set on the acceptance of ideas for the NAEB Research Seminar. As these keep coming in, I'll pass them along as quickly as they arrive.

ROSE J. JONES, Director, KANW, Albuquerque Public Schools

"Some of the problems that confront us are as follows:

Rentention and loss of material presented by ETV teacher.

Value and/or detriments of having children in studio during ETV telecast (on and/or off camera)

Talk-back set-up for tv teaching - value of, technical side, etc.

Which child profits most from ETV - low or high aptitude. What about average aptitude?

Choice of instructor - good classroom teaching techniques best criteria?

Does whole-hearted acceptance of ETV in classroom wear off after newness is gone (after one or two semesters)?

Does the TV teacher continue to produce at top level - or will the TV teacher fall into routine, and lessen the amount of preparation, thereby lowering the level of approach? Is it wise to use the same TV teacher year after year? Or should there be a rotation system set-up?"

BURTON PAULU, President

"I have read with interest, approval, and much enthusiasm, the recent correspondence relative to the NAEB seminar on research in educational broadcasting which is scheduled for Ohio State University on December 9 through 13.

During the week of September 9-13, I attended a seminar on educational television instruction held in Washington, D. C., under the auspices of the Division of Audio-Visual Instruction of the National Education Association. The seminar was supported by money from the Fund for the Advancement of Education, which was interested, among other things, in getting information which could be used in its nationwide experiment on instructional television in public schools.

During this meeting I gave considerable thought to our session, and some of the suggestions which follow are ideas that occurred to me in the course of our Washington discussions. The Washington meeting brought together school administrators, curriculum experts, and research men, plus a few people concerned with the actual broadcasting process. In consequence, the emphasis was shifted away from the production of programs--which is an inevitable (though I don't mean to suggest undesirable) trend in one of our meetings--and placed instead on other aspects of the television education process.

I note that most of the suggestions for discussion at our meeting (included in your memorandum of September 13 to I. Keith Tyler) are oriented around (at home) audience reaction to programs. In many cases this was not spelled out in detail. I heartily endorse these ideas, but should like to suggest in addition a few other aspects.

It is important that we concern ourselves with certain details of the teaching process, which otherwise may become the exclusive domain of groups such as DAVI (for which, incidentally, I developed a great deal of real admiration during the Washington meeting). Exactly what can television do in instruction? Are the worries of teachers about the "master teacher" justified? Are there any disadvantages from having groups of children all over a school system exposed to the teaching of a single instructor? What does all this hold for the learning process?

Among other things, our seminar ought to review the different types of studies currently in process. John Scanlon of the Fund for the Advancement of Education, who was present at the Washington meeting, gave an interesting summary of the research they are carrying out. We ought to know about this, so that we will be aware of it. We should fit into it. Either we do or don't cover the same ground; in either case, our decision should be deliberately rather than accidentally taken.

There also is the research being carried out by the ETRC. What findings is it producing? What is our relationship to it? What about the studies being conducted in connection with the Hagerstown projects? They, too, are appraising their work as they go.

As to the personnel participating in our meeting, I shall not pass upon the qualifications of those people with whom we are well acquainted. I think it is desirable, however, to include in this group, not only some of our own members, but also people active in other fields. I see that Ry Crary nominates Dr. Arthur Wells Foshay. Wells was one of the members of the Washington meeting who most impressed me. He is oriented

in non-broadcast areas, and yet is temperamentally and intellectually equipped to bridge their points of view and ours. I therefore should recommend very strongly that he be invited. Another good resource person would be Charles Hoban, Project Director, Human Factors Study Center, Institute for Cooperative Research, University of Pennsylvania. He, too, was at the DAVI meeting in Washington.

I also should like to say a word for Dr. William A. Mindak from the University of Minnesota. I think well of him; he, too, could make a good contribution. He is currently, as you know, working on the ETRC study relative to the attitudes of the public towards KTCA-TV in the Twin Cities."

RDC:as

MEMORANDUM

September 25, 1957

To: Raymond D. Cheydleur

cc: Harry J. Skornia, I. Keith Tyler, Richard B. Hull

From: Burton Paulu

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Well, Ray, take or leave these suggestions. But in any case, I am very enthusiastic about this meeting. We should hear about it at the convention, both in the Board meeting and general sessions, so that our members will be aware of the good work you and your committee are doing.

BP:ds



attention: *✓ Ray Cheydleur*
Keith Tyler } Both of you are
receiving copies.
KANW

ROSE JEANNE JONES
DIRECTOR

TELEPHONE 4-7123

THE ALBUQUERQUE PUBLIC SCHOOLS FM STATION

88.1 MC

110 BROADWAY N.E.

ALBUQUERQUE NEW MEXICO

W. B. MAXSON
CHIEF ENGINEER

September 20, 1957

Dr. Harry J. Skornia, Director
NASN Network
21 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

I hope we are not too late to nominate a candidate for the
NASN Research Seminar to be held at Ohio State, December 9-13, 1957.

The Public Schools of Albuquerque and KANW, Educational radio,
would like to suggest the name of our Research Director for
the Albuquerque Public Schools.

His name is Robert Colgan, and he has been in charge of all Albu-
querque Public School TV programming since 1954. He has pro-
duced and directed over 250 educational and public relations
type TV programs over our local commercial stations.

Mr. Colgan will be co-director of the new ETV station to be located
on the UNM campus (as soon as the FCC approves the application).
Our nominee has visited Denver, Chicago, and Pittsburgh ETV
stations, and attended the Institute for Education by Radio
and Television at Columbus, Ohio, last spring. When the new
ETV station goes on the air, Mr. Colgan will head the committee
on Research for effectiveness and improvement of the offering,
both to the community and the in-school viewing.

Some of the problems that confront us are as follows:

Retention and loss of material presented by ETV teacher.

Value and/or detriments of having children in studio during
ETV telecast (on and/or off camera)

Talk-back act-up for TV viewing - false or, technical side, etc.

Which child profile best from ETV - low or high aptitude. What
about average aptitude?

Choice of instructor - good classroom teaching techniques
best criteria?

Does whole-hearted acceptance of ETV in classroom wear off
after newness is gone (after one or two semesters)?

Received 9/27/57
Not included in nominees - too late

KANW

ROSE JEANNE JONES
DIRECTOR
TELEPHONE 8-7193

THE ALBUQUERQUE PUBLIC SCHOOLS FM STATION
89.1 MC
110 BROADWAY, N.E.
ALBUQUERQUE, NEW MEXICO

W. B. MAXSON
CHIEF ENGINEER

Page two

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I hope you will consider Robert Colgan favorably for invitation to the Research Seminar, because we feel our system and operations both in radio and TV will be greatly benefited by his attendance.

Sincerely yours,

RJJ/me

Rose Jeanne Jones
Director, KANW

September 30, 1957

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I have just received copies of those letters from the University of Houston and The Albuquerque Public Schools with reference to their nominees for the Research Seminar.

I don't like to set administrative policies that can't be changed when needed, however, this material is so late that if we make an exception on this, we would have to do it on all the other late applications. The final list has been made up and will be in the hands of the committee members on Tuesday morning; it would delay the returns, even if I could hold them up at this late date, if another and revised list was sent out.

In view of the fact that I feel it essential to get the master list to you and Tyler, since it will take considerable time to contact the selected nominees and to firm-up those acceptances, I will stick by the September 25, Tallahassee, deadline, unless some truly exceptional conditions arise.

Sincerely,

Raymond D. Cheydleur, Chairman
NAEB Research Committee

RDC:as

c.c. I Keith Tyler

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

September 24, 1957

Mr. Raymond D. Cheydleur
Assistant Director
Communications and Radio
Florida State University
Tallahassee, Florida

Dear Ray:

To save time I sent copy of page 2 of Becker's Sept. 20
letter to you directly to Keith Tyler.

Regards,



Harry J. Skornia
Executive Director

HJS:jw

research
FYI - He was a consultant for the Management
University of Houston
CULLEN BOULEVARD
HOUSTON 4, TEXAS
Seminar.
H. E. Hill

DEPARTMENT OF PSYCHOLOGY

September 18, 1957

Mr. Harold E. Hill
Associate Director
NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harold,

Find enclosed report of expenses in triplicate incurred during my participation as consultant to the ETV Management seminar on August 23rd. If I have failed to supply you with any information on this report please let me know.

It was a genuine pleasure meeting with the group. This seminar, from a social psychological point of view, was extremely significant, in my opinion. It was as if we were witnessing some dramatic maturation of the ETV movement. The general organization of the seminar very conspicuously contributed toward this end.

I also wish to thank you and your staff for the warm hospitality afforded me. A better setting for such a meeting certainly could not be found..

We have just received another research grant, which, I hope, will enable us to obtain more systematic and objective answers to some of the questions raised by the group.

I had a chance to get together with Brice Howard in New York. He showed me their set-up, etc. He apparently profited greatly from his interaction with the group at Allerton Park.

Please express my regrets to Dr. Skornia for not having had an opportunity to meet him. Also--thank you very much for scheduling my session so that it was most convenient in terms of my return from Europe. Warmest regards to Frank Schooley.

Cordially yours,

Richard I. Evans
Associate Professor of Psychology

RIE/sp
3 encls.

Received 9/27/57

Not included in nominees - too late

TO: I. Keith Tyler
FROM: Raymond D. Cheydleur, Chairman
RE: Topics for Seminar
DATE: September 27, 1957

Inadvertently the following material was left out of the two lists of materials on topics for the Seminar.

SAM BECKER, Dir., Division of TV, Radio, Film, State
University of Iowa

Research Projects Now in Progress

- 1) Comparison of different methods of using the audience-response device for securing program profiles.
- 2) Comparison of three methods of teaching the normal lecture material is a communication skills course, lecture vs television recordings vs students simply reading books.

Topics for the Seminar

On your question concerning topics to be taken up at Columbus, I think this same question can be broadened, how we can standardize our research procedures so that we do not run into the hassle that commercial research organizations have over which of their surveys truly reflects the broadcast audience. We need to first get some ideas on the major problems which need answering and which can be answered by research. Many cannot. Perhaps we can then place these into three categories, those which can best be done by each individual stations, those which are best done by a group of institutions working cooperatively, and those which should be carried out by the NAEB with a central research group. The last would include those large projects which will take foundation support. I realize that this is vague but it is the best I can offer today.

C.C. Harry Skornia
Burton Paulu
Dick Hull
Research Committee

TO: NAEB Research Committee

FROM: Raymond D. Cheydleur, Chairman

RE: Final List of Participants Nominated for the NAEB Research Seminar

DATE: September 26, 1957

Attached are some of the materials needed to form a decision about the nominees to the NAEB Research Seminar.

List No. 2 of the "Nomination of Participants..." brings up to date the previous material mailed in early September. Both of these lists, plus some attached bibliographies too extensive to condense, give the qualifications and background information about many of the proposed nominees.

Although a blank space has been left at the right of the lists for your own preference ratings as you study the qualifications, note that two alphabetized lists of the nominees have also been included.

Please keep one of these for your own file and return the completed one to this office. It would be appreciated if a 1, 2, 3, 4, etc., rating be given to all candidates. I realize that this is difficult because of more than sixty names being submitted, but in order to make a final and accurate tabulation we need to have a rating on each man.

You may recall that no biographical information was requested or received on those nominees discussed at Chicago. All of these, however, have been included and the "Nominator" has been listed as "Research Committee."

As soon as all results are returned by committee members, they will be tabulated and a copy sent to each of you. From this master list, Skornia and Tyler will then be able to make their final contacts.

Although all of this has taken time, I wonder if you aren't as pleased as I to see so many qualified nominees. This spade work by all members will certainly pay off at Ohio.

CC: Harry Skornia
Burton Paulu
Dick Hull

FINAL LIST OF NOMINEES FOR THE NAEB RESEARCH SEMINAR

- (1) Keep one copy for your file
- (2) Return the other with preference rating to Cheydleur

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
1. Research Committee	J. Stacy Adams, N. Carolina	_____
2. George L. Arms	George L. Arms, KETC, St. Louis	_____
3. Richard H. Bell	Richard H. Bell, Arizona State College	_____
4. E. G. Burrows	Wm Bender, Jr., Univ. of Michigan	_____
5. Research Committee	"Otello Desiderato "1st choice of 3 nominees", Human Resources Research Office	_____
6. W. J. Murphy	Fr. L. V. Brett, S. J., Univ. of Detroit	_____
7. Wm. J. Murphy	Wayne Bundy, Univ. of Detroit	_____
8. Hugh M. Mix	Jess Burkett, Univ. of Oklahoma	_____
9. Howard L. Johnson	James W. Case, KRMA-TV	_____
10. Research Committee	Roy Carter, N. Carolina	_____
11. Richard F. Vogl	Norman B. Cleary, Iowa State College	_____
12. Gerard Appy	Dr. M. W. Collin, Univ. of Georgia	_____
13. Berman Cooper	Berman Cooper, Univ. of New Mexico	_____
14. Research Committee	Lucinda Grile, USAA	_____
15. Myron Curry	Myron Curry, Univ. of N. Dakota	_____
16. Research Committee	Ralph Dailard, San Diego Schools	_____
17. Research Committee	Stanley DeGraff, San Diego Schools	_____

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
18. _____	Dr. Victor Doherty, Portland Public Schools	_____
19. John B. Roberts	Dr. Delwin Dusenbury	_____
20. Research Committee	Dr. Richard Evans, Houston	_____
21. Haskell Boyter	Dr. Warren G. Findley	_____
22. Ryland Crary	Dr. A. W. Forshay, Columbia Univ.	_____
23. Bob Anderson	Dr. John K. Folger	_____
24. Harry Lamb and President Knowles	Dr. Herbert Gerjouy, Univ. of Toledo	_____
25. Edward C. Lambert	Barton Griffith, Univ. of Missouri	_____
26. Dr. Burrell F. Hansen	Dr. Burrell F. Hansen, Utah State Univ.	_____
27. Research Committee	Louis Hell, New York Univ.	_____
28. Paul K. Heim	Paul K. Heim, Richmond Area Univ. Center	_____
29. Research Committee	Earl G. Herminghous	_____
30. Research Committee	Dr. Richard Husband, Florida State University	_____
31. Elmer G. Sulzer	George C. Johnson, Indiana Univ.	_____
32. Research Committee	Joseph H. Kanner, Human Resources Research Office	_____
33. _____	Dr. S. M. Kennedy, Jr. Texas Teachers College	_____
34. Robert W. Kirkpatrick	Robert W. Kirkpatrick, Union Theo- logical Seminary	_____
35. Research Committee	Kretzinger, Oregon	_____
36. Research Committee	Hideya Kumata, Michigan State Univ.	_____
37. Edward C. Lambert	Edward C. Lambert, Univ. of Missouri	_____
38. F. G. Macomber	F. G. Macomber	_____
39. Jim Robertson	Chalmers Marquis, WTTW, Chicago	_____

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
40. Research Committee	Dr. Marshall McLuhan, Toronto	_____
41. John C. Schwarzwald	Dr. Wm. A. Mindok, Univ. of Minnesota	_____
42. James A. Fellows	Larry Myers, Synacuse Univ.	_____
43. R. F. Schenkkan	R. C. Norris, Univ. of Texas	_____
44. Research Committee	John Parsey, Research Dir., Nat. Proj. Agric. Com.	_____
45. Ray Hurlbert	Lou Peneguy, Univ. of Alabama	_____
46. A. B. Roberts	William Prange, W. Illinois State College	_____
47. A. B. Roberts	Dr. Ned Reglein, W. Illinois State College	_____
48. John B. Roberts	Prof. John B. Roberts, Temple Univ.	_____
49. Research Committee	Howard Rowland, Pittsburgh	_____
50. Research Committee	Richard Runyon, Human Resources Research Office	_____
51. James Day	Dr. Wilbur Schramm, Stanford Univ.	_____
52. Research Committee	Dr. Warren Seibert, Purdue Univ.	_____
53. Research Committee	Shepherd, Oregon	_____
54. Research Committee	Benjamin Shimberg, Educ. Testing Service	_____
55. F. G. Macomber	Dr. Laurence Sigel, Miami Univ., Ohio	_____
56. Vernon Bronson	Dr. Frank Sloane, Dade County Board of Instruction, Miami	_____
57. Tex Smiley	Tex Smiley, Kansas State Teachers College	_____
58. Ryland W. Crary	Dr. Louis Smith, Washington Univ.	_____
59. Cj Stevens	Cj Stevens, Univ. of Kansas City	_____
60. Elmer G. Sulzer	Elmer G. Sulzer, Indiana Univ.	_____

<u>Nominator</u>	<u>Nominee</u>	<u>Preference Rating</u>
61. Research Committee	Percy Tannenbaum, Illinois	_____
62. A. B. Roberts	Jeannette Terrell, W. Illinois State College	_____
63. Earl Wynn	Wesley Wallace, Univ. of North Carolina	_____
64. Kenneth E. Thomas	Dr. Forest L. Whan	_____
65. Graydon Ausmus	Walt Whitaker, Univ. of Alabama	_____
66. Ryland W. Crary	Dr. Steven Withey, Univ. of Michigan	_____

* * * * *

- (a) Research Committee (Cheydleur) Bruce Westley
Univ. of Wisc. A letter from McCarty indicates Westley is no longer in research and, therefore I withdraw my nomination. RDC.
- (b) Research Committee Ryland W. Crary
ETRC We discussed this at Chicago. Whether he is to be a panel member or a participant, I fail to recall. However, will you follow through on this, Tyler, and then count him in one of these two groups.
- (c) Harry D. Lamb Arnold Hanson, Dean
Univ. of Toledo Tyler: Lamb has made several recommendations. This one for Dean Hanson appeared to be the type where a special invitation might be sent by you ---saying that you would like to have him sit in on a few sessions...not as an expenses-paid participant, etc.
- On the final clearance sheet, may we have, Keith, the action take on the above two items?
(rdc)
- (d) Some of the locations listed after several names is scanty due to the fact that many application blanks were incomplete.

NOMINATION OF PARTICIPANTS FOR THE NAEB RESEARCH SEMINAR

List No. 2

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Preference Rating</u>
50. Utah State Univ.	Dr. Burrell F. Hansen	Dr. Burrell F. Hansen	Mem., Research Com. of Radio-TV, SAA; Is directing several MA theses.	_____
51. WTTW Chicago	Jim Robertson	Chalmers Marquis Program Development	8 yrs. TV prod. Assoc- lated with 3 WTTW- Northwestern University studies.	_____
52. Univ. of Toronto	Dr. Marshall McLuhan	Dr. Marshall McLuhan	Assoc. Ed., <u>Explorations</u>	_____
53. WHPR-FM Highland Park, Mich.	Robert A. Stevens	None		_____
54. Iowa State College	Richard F. Vogel Mgr., WOI Radio	Norman B. Cleary Program Director	Now completing his Master's Degree	_____
55. Western Illinois State College	A. B. Roberts A-V Dept.	Dr. Ned Reglein	Heads closed-circuit TV.	_____
56. "	"	Miss Jeannette Terrell	In charge of FM Radio	_____
57. "	"	William Prange	Working on closed-circuit TV	_____
58. Univ. of Toledo	Harry Lamb, Dir. Radio-TV Asa S. Knowles, President	Dr. Herbert Gerjuoy	See extension reference sheet attached.	_____
59. KBPS, Portland Oregon	_____	Dr. Victor Doherty	"Dir. of our entire school system."	_____
60. Univ. of Toledo	Harry D. Lamb	Arnold Hanson, Dean Academic Adm'n.	"would like to have the privilege of visiting some of the meetings of the seminar."	_____

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Preference Rating</u>
61. Univ. of Nebraska	Jack McBride, Dir. KNOH-TV	Dr. Charles O. Weldt	Dir. Dept. of Educ. Psychology and Measurements; author; "Statistical Methods & Psychological Research," "Appletons" many articles listed in recognized Jors. f Member "Nebraska TV Committee on Teaching..." "an FAE project. Underway, ETRC Grant; "Differential Reaction of H.S. Students to Teachers in the Classroom and on TV."	<hr/>
62. Southern Regional Education Board	Bob Anderson	Dr. John K. Folger	See attached bibliography	<hr/>
63. Board of Educ. Atlanta	Haskell Boyter	Dr. Warren Findley	See attached bibliography	<hr/>

Biographical Data

Date of birth: April 22, 1929

Educational History:

A.B. 1949, University of Southern California; major: Pre-medical psychology; magna cum laude with High Honors in Psychology; Honors Advisor: L. E. Travis
Honors Thesis: Current trends in electroencephalography.

MA. 1952, State University of Iowa; major: Experimental psychology; Masters Committee Chairman: Gustav Bergmann; Masters Thesis: The role of historical lawfulness in classical British psychology.

Ph.D 1953, State University of Iowa; major: Experimental psychology; Doctors Committee Chairman: Harold P. Bechtoldt; Dissertation: Primary generalization in paired associate learning as a function of additional cues.

Professional History:

Research Associate 1953-54, State University of Iowa; ONR grant research with Harold P. Bechtoldt

Instructor, 1954-present, Department of Psychology, Indiana University Teaching Psychology: Introductory (freshman), Experimental (sophomore), etc.

Research Associate 1955-56, Indiana University Hearing and Communication Laboratory. Full time summer 1955, half time academic year 1955-56. Air Force Project research.

Clinical Psychologist summer 1956, LaRue D. Carter Memorial Hospital, Indianapolis, Indiana. Psychological intern.

Consultant in Psychology 1956-present, Central State Hospital, Indianapolis, Indiana. Consultant in clinical research design. Taught course in research methods to hospital staff psychologists. Supervised research.

Consultant, HumRRO, 1957 fall--
Consult on research design, statistics, programming.

Clinical Psychologist summer 1957, LaRue D. Carter Memorial Hospital, Indianapolis, Indiana. Psychological intern.

Publications:

1. "Generalization effects in successive discrimination learning as measured by response similarity" by Jervert Gerjuoy and Harold P. Bechtoldt. Final Report, Contract Nonr 1261-(00), Project NR 154-154 Office Of Naval Research. Department of Psychology, State University of Iowa, March 8, 1955.
2. "Two and three item confusion matrices for a set of three English syllables" by Herbert Gerjuoy. Proceedings of the Indiana Academy of Science, 1956, 65, p. 223.
3. "Correlation between articulation scores for speech masked by noise and speech masked by speech" by James P. Egan, Herbert Gerjuoy, and Edward J. Thwing. Technical Report Contract No. AF 18(600)-571, AFCRC-TN-56-52, 1 May 1956, to Operational Application Laboratory, Air Force Cambridge Research Center, Air Research and Development Command, Bolling Air Force Base, Washington 25, D. C. Published by Indiana University Hearing and Communications Laboratory.

4. "The scaling of adjectives used to describe personality" by Arnold Buss and Herbert Gerjuoy, Journal of Consulting Psychology, (in press).

Papers at major scientific meetings:

1. "Response similarity in successive discrimination learning as a function of stimulus similarity" by Herbert Gerjuoy, Western Psychological Association convention, Long Beach, California, 1954.
2. "The summation of paired associate stimulus-response generalization effects" by Herbert Gerjuoy. Psychometric Society--American Psychological Association meetings, New York City, 1954.
3. of. publication (2) above: South Bend, 1955.
4. "The scaling of adjectives used to describe personality" by Herbert Gerjuoy and Arnold Buss. Indiana Academy of Science meetings. Bloomington, 1956.

Professional Affiliation:

American Psychological Association, Midwestern Psychological Association, Indiana Academy of Science, Marion County Psychological Association, Indianapolis Psychology Seminar, Psychometric Society, Acoustical Society of America (American Institute of Physics), Sigma Xi, AAAS, AAUP, Psi Chi.

Current Research:

1. Rho and Tau Compared: As Descriptive Statistics, and Testing the Hypothesis of No Association
2. Interpreting Tests of the Significance of Rank Correlation
3. (with Irma Gerjuoy) Human Probability Avoidance Conditioning with Reinforcers Similar to the Discriminative Responses
4. (with Marvin Zuckerman) Verbal Conditioning by Contiguity in Responses to Social Ideal Questionnaires
5. (with Arnold Buss) Response Classes: A Problem of Clinical Research Methodology

JOHN KENNETH FOLGER

Biographical Data

Date of Birth: March 13, 1924, Atlanta, Georgia

Parents Names: Dagnall F. and Cenevive M. Folger

Education: West Georgia College, Carrollton, Ga.
B. A. (Political Science), Emory University.
M. A. (Sociology) University of North Carolina
Ph.D. (Sociology, Statistics minor) University of North Carolina.

Present Position: Research Associate, Southern Regional Education Board, 881 Peachtree Street, N. E. , Atlanta, Georgia.

Past Positions: 1944-46- U. S. Navy
1947-48- Research Assistant, Committee on Southern Regional Studies and Education.
1948- Research Assistant, Second National Training Laboratory in Group Development.
1948-49- Research Assistant, University of North Carolina Radio Research Project.
1949- Research Assistant, Southern Regional Education Board.
1949-50- Laboratory Assistant, Social Science Statistics Laboratory.
1950-51- Research Fellow, Institute for Research in Social Science, University of North Carolina
1951-53- Chief, Technical Services Division, Human Resources Research Institution, Montgomery, Alabama.

Membership in Professional Organizations: Southern Sociological Society
American Sociological Society
American Statistical Association
Population Association of America

Publications: "Longevity of Retired Army and Air Force Officers", Human Biology, (With C. A. McMahan and Thomas K. Ford).
Future School and College Enrollment in the Southern Region.
"Migration and Marital Status", Social Forces, (With John Rowan).
"Some Aspects of Migration in the Tennessee Valley", American Sociological Review.
Graduates of the Air Corps Tactical School 1921-40, Human Resources Research Institute, Technical Research Report No. 15, (with C. A. McMahan and S. W. Fotis).
Confidence Limits Tables for Small Samples of Binomially Distributed Data, Human Resources Research Institute, Research Memorandum No. 6.
Attitudes of Regular and Reserve Officers Toward the Korean War, Human Resources Research Institute Report, No. HR 6, (Classified).

FINDLEY, WARREN G.

Biographical Data

b. September 23, 1905 m. July 31, 1929 to Georganna Hill
ch. Janet Hill Findley, February 16, 1935; Harriet Ann Findley, September 7, 1943

A.B. 1927 Princeton University

M.A. 1929 (Teachers College, Columbia University

Ph.D. 1933

Phi Beta Kappa, Phi Delta Kappa

- * 1927-38 Assistant Psychologist, in charge of Student Personnel, Cooper Union
for the Advancement of Science and Art
- 1927-35 Research Associate, College Entrance Examination Board
- 1935-38 Instructor, Measurement and Research, Teachers College, Columbia Univ.
- * 1938-46 Assistant Director, Examination and Testing, New York State Education Dept.
- 1942 Civilian psychologist, Induction Station, Albany, New York
- 1944 Supervisor of Test Construction, U. S. Armed Forces Institute,
University of Minnesota
- * 1946-48 Chief, Evaluation Branch, Educational Advisory Staff, Air University,
Maxwell Air Force Base, Alabama
- 1947-48 Consultant on evaluation and guidance, Board of Education, Atlanta,
Georgia
- 1948 Professor of Psychology, University of Alabama Extension, Montgomery, Ala.
- * 1948-53 Director of Test Development, Educational Testing Service
- 1950 Consultant on evaluation, Board of Control for Southern Regional
Education, Atlanta, Georgia
- 1952 Visiting Professor of Educational Measurement, Michigan State Univ.
- 1952,
- 1955 Lecturer in Educational Measurement, Rutgers University
- * 1953-56 Director of Evaluation and Advisory Service, Educational Testing Service
- 1954 Visiting Professor of Education, George Peabody College of Education
- * 1956 Assistant Superintendent for Pupil Personnel Services, Atlanta (Ga.)
Public Schools
- 1956 Regional Advisor, Educational Testing Service

American Association for the Advancement of Science, Fellow

American Educational Research Association

Chairman 1943-44; member (1946-47) (1949-50) of Committee on Psychological
Tests and their Uses

National Council on Measurements Used in Education

President 1953-54

National Society for the Study of Education

Member of the Yearbook Committee 1944-46

National Education Association

New Jersey Education Association

American Psychological Association, Fellow; Member, Council of Representatives,
1953-56

Psychometric Society - Member, Board of Directors 1953-55

New York State Psychological Association

President 1942-43

New Jersey Psychological Association

President 1954-55

Princeton Township Parent-Teacher Association

President 1954-55

* Full-time position.

TO: NAEB Research Committee

FROM: Raymond D. Cheydleur, Chairman

RE: Further Suggestions For Study at the NAEB Seminar

DATE: September 25, 1957

Earlier this month you received a list of comments and ideas from NAEB'ers suggesting various areas of interest to be considered at the NAEB Research Seminar.

The attached list brings this up to date.

On September 15 the deadline for nominations to the Seminar was extended until September 25, in order that all applications could be cleared from Headquarters to Tallahassee.

We are now in the process of compiling all of the names submitted, as well as those discussed at Chicago. This information should be in your hands within the next few days for your final preference rating.

RDC:as

C.C. Harry Skornia
Burton Paulu
Dick Hull

Richard F. Vogl, Manager, WOI Radio, Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa

"A couple suggestions for seminar consideration: What does the American audience expect from Radio and TV with regard to program content, that is, how much sex, how much realism, how much religion and morality, etc.? To what extent should the programming be directed to specific and necessarily minority audiences such as teenagers, doctors, teachers, businessmen, lawyers? How can the value of such programming be most effectively measured?

Why doesn't the committee poll the convention delegates for ideas in October?"

Burrell F. Hansen, Director, KVSC, Utah State University, Logan, Utah

"In regard to problems valuable for a Seminar discussion Dr. Hansen suggests (1) that more general understanding and recognition of the 'commercial ratings' is needed, (2) that a scholarly method of research design and reporting is needed, (3) that we need to penetrate more deeply into the "why's" of audience reactions to audio and stimuli (as present in radio and tv presentation, (4) that while determination of differences as a result of differing methods, styles, and forms of presentation are important, we need also work toward objective discovery of causes, (5) that much of our finding of "no statistically significant difference" is possibly due to our use of stimuli of too gross a nature, and of insensitive instruments of measurement."

Chalmers Marquis, Development Director, WTTW, Chicago, Illinois

"We at WTTW feel the need for much more information about the audiences and programs with which we work. We would specifically be interested in these areas:

1. What motivates particular educational television program viewing by individuals?
2. What can be found out quantitatively as well as qualitatively about total audiences for ETRC programs?
3. What motivates community organization participation in helping to produce educational television programs?

Obviously we approach these and all our other problems with a direct interest in determining and applying a solution. We face these questions daily, and we must provide answers daily. We recognize, however, that most of our information about all of them is very incomplete. We are therefore vitally interested in whatever research your group may undertake which will prove of value to WTTW and to educational television everywhere."

A. B. Roberts, Director, Audio-Visual Department, Western Illinois State College, Macomb, Illinois

- "a. more research on the relative effectiveness of regular classroom instruction and (i) closed circuit TV of same (ii) relative effectiveness of closed circuit TV classroom presentations and programs specially prepared for TV presentation.
- b. research on the optimum length of time for both closed circuit and broadcast TV educational presentations for subjects in various areas, i.e., science, social studies, etc.
- c. A study of the elaborateness of closed TV educational presentations; this involves amount of preparation on part of instructor, size of TV crew, lighting, etc. Recommendations on basis of findings.

In addition to the above, I would include research on the effective role of closed circuit TV in observation experiences of laboratory school demonstrations in teacher training."

Harry D. Lamb, Director, WTDS, University of Toledo

"RESEARCH PROBLEMS

- 1. The major need of neophyte broadcast researchers is the statement of method in audience surveys both for spread and impact, together with a statement of their reliability as indexes of program value. Not all broadcasters have staff available already trained in research techniques, and some of those trained in educational research are not trained in survey techniques used by radio and television.
- 2. A study of program structure in terms of time of broadcast, content of broadcast, and audience response in terms of extent and impact.
- 3. A bibliography of educational radio and television research techniques, studies, and reports identified clearly as to methods employed.
- 4. A comparative cost study of educational films, radio and television in terms of the 15 minute and 30 minute unit of time.
- 5. A study of the composition of groups and contributors to educational television fund campaigns to determine why they give. Is it a sociologically or psychologically different group from contributors to other causes? Is it a one time contributing group or an annual contributing group? (What are its dominant reasons for giving? Tax exemption, interest in education, prestige, rivalry, moral responsibility, in consideration of the gifts of others, etc.) (i.e., does it support educational television in reaction against commercial television for one year and then lose interest? If so, what are the factors for non-support?)

Harry D. Lamb (cont'd)

6. A study of audience response in terms of prestige factors: source of programs--university or other educational source, Educational Television and Radio Center(Ford Foundation), kinescope-film-live, religious or church group, civic groups such as symphony orchestra associations, chamber of commerce, unions, N.A.M. Are there value judgements attached to source or content that should be stressed?
7. An exposition of the limits and values of the demographic picture of the audience in comparison with the psychological picture, or a combination of both, or refinements that could be made in applying either.
8. A study of the viewing habits of audiences at varying educational levels; at varying economic levels; at varying occupational levels (teachers, doctors, dentists, lawyers, clerks, office workers, machine operators, outdoor workers such as truck drivers and mail carriers, etc.)"

September 20, 1957

Mr. Robert C. Anderson, Director
Southern Regional Education Board
881 Peachtree Street, N. E.
Atlanta 9, Georgia

Dear Bob:

Thank you for the information on John Folger. This will be included in the master list to be sent out to the other members of the NAEB Research Committee. They will then make their selections from the fifty names submitted by the various institutions.

The one vote I have will permit me to place Dr. Folger's nomination high on the list.

I stressed the point at the Chicago meeting that we should make every effort to have a qualified member from the SREB. Let us hope that I did a good job in making my point.

The proposed date at Ohio State University has been set for December 9-13, 1957.

The thinking of all the members of the Research Committee should be known in this office about October 10, and they'll be passed on to Harry Skornia. Headquarters will then contact those nominees who have been selected. By the way, as things stand now, almost all of the expenses of the participants will be paid for by NAEB (Kellogg Funds).

Thank you again for getting this information to me so rapidly.

Cordially yours,

Raymond D. Cheydleur, Chairman
NAEB Research Committee

RDC:as

Sept. 17, 1957

Dr. Irving R. Merrill, Director
Television Research
Michigan State University
East Lansing, Michigan

Dear Irv:

Thank you for the list of participants suggested by members at the Chicago meeting. Hqs. has been passing on those late applications and most of these are in by now. By next Monday or Tuesday these will probably clear Urbana.

I appreciate it that you are preparing a two page summary of the Neilson study and its advantages for the NAMB.

It now appears that I will not be able to attend the St. Louis meeting. In view of this I imagine that Harry would want you to appear before the Board. You mentioned in your letter that "it would help in arranging travel pay if some more formal request for my presence were available." Perhaps this should come from Hqs. and I'll airmail this out to Harry for an early reply.

Sincerely,

Raymond D. Cheydleur, Chairman
NAMB Research Committee

Harry:

If you feel Irv should be at St. Louis, would you care to send him a more formal request in order that he may clear a transportation request from his administration----as mentioned above.

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

September 13, 1957

Mr. Raymond D. Cheydleur
Florida State University
Tallahassee, Florida

Dear Ray:

Thank you very much for your kind hope that I might be Chairman of the Research Committee next year. Believe me, I hope equally fervently that you will be able to maintain your chairmanship because I think you have done a splendid job.

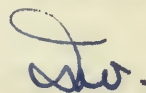
I am enclosing a copy of the list of participants sent to Tyler.

I will be happy to prepare the one or two page summary on our NCS #2 proposal. I have decided to write Nielsen telling them the sum of \$4,700 is beyond our capacity and suggesting some other bases for computation which might result in a sum which is more realistic. This will mean that there will be available for the Board at the St. Louis meeting the following:

- (a) a two page summary of the Nielsen Study and its advantages for the NAEB
- (b) an offer from Nielsen more nearly in line with what we can arrange to pay.

I will ship the above information to whoever makes the presentation before the Board. I appreciate your suggestion that I make such a presentation. It would help in arranging travel pay if some more formal request for my presence were available. I was wondering if this should come from you or from Harry. It makes no difference at this end of the line which one of you signs.

Sincerely,



Irving R. Merrill
Director of Television Research

IRM/cdm
1 encl.

SUGGESTED LISTING OF RESEARCH

SEMINAR PARTICIPANTS

NAEB Research Committee Members

Crary, Ryland (ETRC)

Crile, Lucinda (USDA)

Carter, Roy or Adams, J. Stacy (North Carolina)

Dailard, Ralph or DeGraff, Stanley (San Diego Schools)

Desiderato, Otello (1st choice), Runyon, Richard or Kanner,
Joseph H. (Human Resources Research Office)

Evans, Richard (Houston)

Heil, Louis (New York University)

Herminghaus, Earl G. (St. Louis Public Schools)

Husband, Richard (Florida State)

Kretzinger or Shepherd (Oregon)

Kumata, Hideya (Michigan State)

McLuhan, Marshall (Toronto)

Myers, Lawrence (Syracuse)

Rowland, Howard (Pittsburgh)

Seibert, Warren (Purdue)

Shimberg, Benjamin (Educational Testing Service)

Tannenbaum, Percy (Illinois)

Westly, Bruce (Wisconsin)

Merrill's Additional Suggestion

Parsey, John (Research Director, National Project in Agricultural Communications)

Representatives desirable from:

Miami University of Ohio

South, Contact Bob Anderson SREB

WTTW

A. C. NIELSEN COMPANY
2101 Howard Street
Chicago 45, Illinois

HOLLYCOURT 5-4400

August 19, 1957

Mr. Irving Merrill
Director of Television Research
Michigan State University
East Lansing, Michigan

Dear Mr. Merrill:

The separate sheet enclosed lists station members of your Association for which NCS No. 2 has already compiled and released station coverage data. You will note that there are only twenty-four stations falling into this classification.

By way of explanation, our minimum reporting standards require listening or viewing by at least 10% of all families in a county, sometime within a month. From a commercial point of view this is a low activity level, but when these same standards are applied to educational broadcasting, it is obvious that relatively few stations have audiences of this size.

In checking over your membership list, it becomes apparent that the majority of your stations are FM. NCS asked for the inclusion of FM in gathering station listening data from the respondents, but here again, the 10% minimum reporting cut-off level almost automatically excludes FM from our reporting.

In June of 1957, we conducted a very detailed study of FM receiver ownership and use for a continuous two-month period. Using our measurement panel of homes in which we meter all set activity and in which we maintain an up-to-date inventory of their receivers, we found that only 14% of the homes had an FM receiver of any type. In 15% of these FM homes, the receivers were out of order for the entire measurement period. In an additional 56% of the FM homes, the FM band was not used at all during this time span. Thus, only 29% of the FM Homes did any FM listening. These listeners averaged only 25 minutes a day, including those that listened several hours down to those that listened one minute or more. By contrast, the average AM receiver home listened a little more than two hours per day.

Mr. Irving Merrill

August 19, 1957

The proponents of FM naturally find it hard to believe that this low level of ownership is typical and that the amount of use is this low. Admittedly, there are rather wide variations market by market, but rarely do these levels change more than 50% or so. When we stop to consider the competitive listening and viewing opportunities available to the average home, these figures begin to make more sense.

With reference to means through which your Association might acquire data on reportable member stations and on all stations as of the date of our study, we can offer to your association our complete package of reports in the form normally available to advertising agencies. Because of the non-commercial nature of your operation, we would merely treat your Association in the same fashion as the smallest advertising agency or advertiser interested in the entire U. S. or selected states.

On the foregoing basis, your Association could have for its management and research use 48 state volumes on radio, listing the coverage of some 3,000 stations alternately showing stations within counties and counties within a station's pattern for a gross charge of \$2,200. Similar volumes for television could be made available for your restricted use for \$3,300. If both radio and television were ordered simultaneously, the combined reports would cost \$4,700.

If the selection of states was limited to the 18 in which one or more of your member stations was reportable, this partial U. S. package would cost \$1,716. It should be pointed out, however, that the 18 states would contain radio and television information for only three states, radio information for only nine states and television information for only six states. This would seem to be an uneconomic type of purchase.

It is also possible for each of the 24 reportable members to purchase reports on their own performance (and to supply copies to the Association) at individual contract prices of \$150 each for radio members and \$250 each for television members. Since there are 14 reportable radio stations and 10 reportable TV stations in this category, this would amount to \$4,600 in total, but with only limited information on competitive station popularity in the markets in which these stations are located.

Frankly, if the expenditure is warranted by your Association, I am sure that you would find the complete listing for all stations in all areas to represent the most meaningful purchase. Through this information, any of your members could determine

- 3 -

Mr. Irving Merrill

August 19, 1957

the competitive picture locally with which they must compete in trying to attract audiences. Even the most popular commercial stations today find this competition to be extremely severe.

In addition to the station-by-station detail, available to you by such a purchase, we furnish a U. S. listing of radio and TV homes by county and a statistical summary of some of the more important dimensions of radio and TV, including hours of set use, location of receivers, out-of-home listening and viewing, etc.

I am taking the liberty of enclosing descriptive brochures which clarify the research techniques used and the types of information available. If your Association group is interested in acquiring any of this information under the types of terms I have indicated, I will be most happy to supply you with the necessary contract detail. It is perhaps unfortunate that our reporting standards eliminate so many of your members, but on the other hand, a tremendous amount of information is available from this source. Any study designed to gather more specific detail on lower activity levels than those reported by us would be found to be tremendously expensive. For example, to merely lower the standards to 5% of all homes would require a doubling of the samples used by us, but even then, with less assurance of accuracy.

If there is any further information that I can supply you, please do not hesitate to write or phone me.

Cordially,

A. C. NIELSEN COMPANY

JKC/mlf
ENCLS.

John K. Churchill
Vice President

cc: Dr. H. J. Skornia
Mr. Raymond Cheydleur
Mr. Burton Paulu

NAEB MEMBER STATIONS
REPORTABLE IN NCS NO. 2

<u>State</u>	<u>Station</u>	<u>Channel or KC</u>
California	KQED (TV)	9
Colorado	KRMA (TV)	6
Illinois	WTTW (TV)	11
	WILL	580 KC
	WILL (TV)	12
Indiana	WBAA	920 KC
Iowa	WOI	640 KC
	KWLC	1240 KC
	WSUI	910 KC
Massachusetts	WGBH-TV	2
Michigan	WKAR	870 KC
Minnesota	KUOM - WCAL	770 KC
Missouri	KETC	9
Nebraska	KUON (TV)	12
New York	WNYC	830 KC
North Carolina	WUNC (TV)	4
Ohio	WOSU	820 KC
Oklahoma	WNAD	640 KC
Oregon	KOAC	550 KC
South Dakota	KUSD	690 KC
Washington	KWSC	1250 KC
	KCTS (TV)	9
Wisconsin	WHA	970 KC
	WHA (TV)	21

September 13, 1957

Mr. John K. Churchill
Vice President
A. C. Nielsen Company
2101 Howard Street
Chicago 45, Illinois

Dear Mr. Churchill:

Thank you very much for your letter of August 19. You will be interested to know that I prepared a report to the other members of the Research Committee recommending that favorable action be taken toward the purchase of the complete package of reports in the form normally available to advertising agencies.

Several days ago I received a reply from Dr. Skornia, Executive Director of the Association, indicating there is considerable interest among the officers in securing this Study. However, I must be frank and report that Dr. Skornia says it would be impossible for us to pay anywhere near the \$4,700 which is the standard rate for a profit making advertising agency. He adds that he has only available at present about \$1,000 for this purpose.

May I offer the following suggestion? If we can find some reasonable basis upon which to negotiate a sale at a lower cost, Dr. Skornia and I would be glad to visit your offices and try to reach an agreement which we could present for approval to our Board of Directors which meets in St. Louis during October.

Five years ago no one in the NABP would have for a moment considered the possibility of a purchase in the amount we are discussing today. Five years from now it is quite possible that our Association will be some kind of regular customer of the Nielsen Company not only for coverage data but also for ratings. May I suggest this agreement might well be looked upon as a "pump priming" venture on the part of the Nielsen Company.

There seems to me to be some justification for the Nielsen Company to supply NCS #2 on an at/below cost basis as an educational donation as the Association consists entirely of stations operated by educational or civic institutions on a non-commercial basis.

Mr. John K. Churchill

September 13, 1957

Page two

I sincerely hope my frank letter will not close the door to further negotiation on this matter, but I felt it best to be absolutely honest about the current resources of our organization. I very much hope to receive a letter from you indicating you will be able to talk to Dr. Skornia and myself sometime before the meeting of our Board of Directors on October 29 - November 1.

Sincerely,

Irving R. Merrill
Director of Television Research

cc: Skornia
Paulu
Cheydleur ✓

IRM/cm

TO: NAEB Research Committee

FROM: Raymond D. Cheydleur

RE: Nomination of Participants for the NAEB Research Seminar

DATE: September 16, 1957

The attached material covers those research seminar nominations for participants received by Director Skornia.

This is not the final list.

You may recall the Hqs. deadline was set for Sept. 15th. To clear material out of Urbana and this office, the final date will be Sept. 25, Tallahassee.

You will then receive any additional names, as well as the compiled list made up by the committee at its August meeting. At that time I will ask you to give your order of preference for the nominees, and Skornia and Tyler then can go ahead with the final contacts. A copy of this final tabulation should be in your hands around the 10th of October.

Please note on these reference sheets all replies are listed, but in all instances I have also tried to give as much basic material as could be pulled from the application forms. However, in some cases only a name or title was indicated. Where indicated under the column "qualifications" the phrase "Submitted in Part 1" refers to the material dated September 13, 1957.

Some of these names are unknown to me and I'm glad to note in the minutes the selection will be made by the entire committee.

RDC/as

NOMINATION OF PARTICIPANTS FOR THE NAEB RESEARCH SEMINAR

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Preference Rating</u>
1. Northern Illinois University, DeKalb	Wm. G. Dochterman Director, Radio-TV	None		_____
2. Twin City Area Ed. TV Corp., Minneapolis	John C. Schwarzwald Director	Dr. Wm. A. Mindak Ass't. Professor	Doing ETRC study for JCS. Heavily involved in Army Pictorial Center TV studies. Had TV research work as consultant for Foote, Cone & Belding, also with Campbell-Mithun.	_____
3. Purdue University Lafayette, Inc.	Jim Miles Director, WBA	Dr. Warren F. Selbert Purdue TV Program Research Consultant. Ph.D in Psychology, Minors in Guidance & Exper. Psychology.	See detailed questions submitted in part 1.	_____
4. Univ. of No. Dakota Grand Forks	Myron M. Curry Director KFJM	Myron M. Curry Ph.D, Wisc.	Handled several public opinion surveys. See detailed questions submitted in part 1.	_____
5. Univ. of Texas Austin	R. F. Schenkan Director	R. C. Norris Ass't. Dir., Radio-TV MA, work on Ph.D.	Has analyzed "the audience for various educ. pgms. which we produced here."	_____
6. Bowling Green Univ. Bowling Green, Ohio	Sidney Stone Director, WBGU	None		_____
7. Station KOTV	_____	None		_____
8. Univ. of North Carolina, Chapel Hill	Earl Wynn Director of TV	Wesley Wallace		_____
9. META	Hungerford	None		_____

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Preference Rating</u>
10. Alabama ETV Commission	Ray Hurlbert General Manager	Lou Penegy	_____	_____
11. WTTW Chicago	Jim Robertson Program Manager	May file later	_____	_____
12. KQED San Francisco	James Day General Manager	Dr. Wilbur Schramm	_____	_____
13. KUHT	Roy Barthold Acting Manager	Dr. Richard I. Evans	See detailed questions in Part 1.	_____
14. Univ. of Georgia for Con't. Education	Gerard Ap Ivy Assoc. Dir.	Dr. M. W. Collin	_____	_____
15. WKNO	H. M. Martin Manager	None	_____	_____
16. Union Theological Seminary, Richmond, Va.	Robert W. Kirkpatrick Dir., A-V Center	Robert W. Kirkpatrick	Takes sabbatical this year. Will do \$10,000.00 survey for Com. on Mass Communications.	_____
17. Univ. of New Mexico, Albuquerque	Bernarr Cooper Dir., Radio-TV	Bernarr Cooper	Research under new TV teaching setup will be handled by Cooper. Worked with Dr. Charles Man- wiler, charge of Cur. Development, & Research, Pittsburgh Public Schools. "See NAEB report, "In- Class Utilization of the ETV Program."	_____
18. _____	_____	Dr. S. M. Kennedy, Jr., Chm., Radio-TV Com., Texas State Teachers College Lubbock	_____	_____

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Reference Rating</u>
19. Univ. of Washington, Seattle	Loren B. Stone	None		
20. _____	Graydon Ausmus	Walt Whitaker	"By phone."	
21. State Univ. of Iowa, Iowa City	Carl Menzer Dir., WSUI-KSUI	Carl Menzer	Note from Skornia indicates he will suggest that Menzer apply for next Engineer's Workshop.	
22. Univ. of Detroit	Wm. J. Murphy Director, Radio-TV	Wayne Bundy Production Mgr.	Worked 2 years under Ed Stasheff; studied effectiveness of ETV, been in TV about 10 years.	
23. Univ. of Missouri Columbia, Mo.	Edward C. Lambert Director, KOMU-TV	Barton Griffith Speech Dept. Minus dissertation on his Ph.D. under Willis, Mich.	Two years at ETC as Director of Distribution	
24. "	"	Edward C. Lambert Director of TV General Manager, Ph.D., Journalism, Missouri	Thesis was first nation-wide ETV study. Various articles.	
25. ETRC Ann Arbor, Mich.	Ryland W. Cray Dir. of Ed.	Dr. Steven Withay Survey Research Center, Univ. of Mich.		
26. "	"	Dr. A. W. Forshay Exec. Office of the Horace-Mann-Lincoln Inst., Columbia Univ.	"Wells has a newly developed research interest in this field which could be encouraged."	
27. "	"	Dr. Louis Smith Grad. Institute of Ed., Washington Univ. St. Louis, Mo.	"Lou is a Minn. psychology graduate who has been a lot of help to us, a good resource."	

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Reference Rating</u>
28. Empire State FM School of the Air, Syracuse, N.Y.	James A. Fellows	Larry Myers		
29. Univ. of Kansas	C. J. Stevens Director, Radio-TV	C. J. Stevens Director, Radio-TV	Ph.D. Speech; was Continuity Ed.; WLSU; member AER; Head, Radio- Speech, Shepherd State College; Member Bd. of Directors, Radio-TV Council, Kansas City	
30. Richmond Area University Center	Paul K. Helm Coordinator	Paul K. Helm Coordinator	C.R.E.I. in Washington Eight years Ass't. to the Center Administrator, now Coordinator	
31. Univ. of North Carolina	John Young	May Aile late		
32. Kansas State Teachers College, Emporia	Tex Smily Director, Radio	Tex Smily Director, Radio	None. "All such work is done or supervised by myself."	
33. Indiana Univ. Bloomington	Elmer G. Sulzer Director, Radio-TV	Elmer G. Sulzer Director, Radio-TV	"I am listed to teach our Special Projects and Thesis courses in the Graduate School..."	
34. "	"	Professor George C. Johnson	"Supervises quite a bit in this area, largely along the lines of ETV."	
35. Miami University Oxford	F. G. Macomber Director Experimental Study in Instructional Procedures	F. G. Macomber Director Experimental Study in Instructional Procedures	Trained in curriculum re- search. More interested in "ways and means of TV teaching than in the actual measurement of learning per se."	

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Reference Rating</u>
36. Miami Univ. Oxford	F. G. Macomber, Dir. Experimental Study in Instructional Procedures	Dr. Laurence Sigel, Ass't. Dir. ESIP, Evaluation Analyst, Psychology Dept.	Training and experience in evalua- tion. "Thoroughly at home with the research techniques..."	_____
37. State College of Washington Pullman	Allen Miller, Manager KMSC	None		_____
38. KRMA-TV Denver	Howard L. Johnson Executive Director	Mr. James W. Case Program Director	"Is responsible for all research concerning KRMA-TV"	_____
39. Univ. of Michigan	G. Garrison	None		_____
40. Univ. of Okla- homa, Norman	Hugh M. Mix Director, Ed. Broad- casting Services	Jess Burkett Dir. School of the Air, Ass't. Mgr., WNAD	Is responsible for all radio listening sur- veys. Also responsible for Extension Div.-wide research "...fully qualified to initiate, complete and evaluate radio and/or TV research."	_____
41. Arizona State College	Richard H. Bell	Richard H. Bell	Student at Ohio. Was Research Assoc. there for six months. Listed 5 of his studies.	_____
42. Univ. of Wisconsin Madison	H. B. McCarty, Director	May be able to file later		_____
43. Kansas State College	Kenneth E. Thomas, Head, Radio-TV	Dr. Forest L. Whan	Qualifications known	_____
44. WTSV Miami, Fla.	Vernon Bronson, Director	Frank Sloane	Dir. of Research, Bd. of Pub. Insty Head, 7 yr., Research Dept., Cincinnati Public Schools; now Head, 5 yr., Research Dept., Dade County Schools.	_____

<u>Institution</u>	<u>Recommended By</u>	<u>Nominee</u>	<u>Qualifications</u>	<u>Reference Rating</u>
45. Temple Univ., Philadelphia	John B. Roberts Director, Radio-TV Division	Prof. John B. Roberts	In charge of graduate and undergraduate prog.; Supervisor of Research Projects for a commercial TV station, 6 years.	_____
46. "	"	Dr. Delwin Dusenbury	Supervisor of graduate thesis in research.	_____
47. KETC, St. Louis	George L. Arms Operations Manager	George L. Arms		_____
48. WUOM Ann Arbor	E. G. Burrows	Wm. Bender, Jr. Univ. of Michigan	1 year Bureau of Ed. Research, Denver; studies on program acceptance; wide variety of historical research.	_____
49. University of Detroit	W. J. Murphy Coordinator, Com. Arts Dept.	Fr. L. V. Brett, S.J.	_____	_____

TO: I. Keith Tyler, Institute for Education by Radio-TV
FROM: Raymond D. Cheydleur, Chairman, Research Committee
RE: Suggestions for Discussion at NAEB Research Seminar
DATE: September 13, 1957

The attached material consists of (1) various projects underway at some of the stations, (2) suggestions and problems relating to the seminar information sheet mailed by Harry Skornia on August 9 to "Managers and/or Directors, NAEB Actives, and Associates."

Since I am holding all of the return letters on this until we can clear the names of those who are being nominated, (Hqs. deadline set at Sept. 15 and final clearance deadline set here for Sept. 25) I have pulled from this mass of material the information you need.

I have not attempted to sort out the ideas. Many of them seem to me to pertain to management problems. A few really aren't worth listing although perhaps there is a relationship implied between the suggester and the person nominated. Or am I stretching the point on this?

Harwood comes up with the usual stimulating questions. There are other good ones to be considered.

If more arrive between now and the 25th, I'll pass them on.

CC: Committee Members
Burton Paulu
Harry Skornia
Dick Hull

Armond L. Hunter, Director, WKAR-TV, Michigan State University

Suggests the following: "----developing research studies to evaluate the relative audience interest and effectiveness of different types and kinds of educational programs on a qualitative basis."

Vernon Bronson, Director, WTSU, Miami, Florida

Suggests the following: discussion of "the establishment of a reasonably valid method of audience check, which can be handled by the average educational station and which is not subject to the vagaries and ambiguities of the commercial services."

Richard H. Bell, Arizona State College

Believes research should be done in the following ETV areas:

1. Study of Educational Effectiveness of observing a classroom via TV as compared to visiting the classroom.
2. Determination of the influence of implied social values in network TV drama on the attitudes of children.
3. Determination of which aspects of education can best be accomplished via TV.
4. Seeking specific correlation between use of TV in education and cost of education.

Roy Barthold, Acting Manager, KUHT

Projects in progress:

1. Fund for advancement of Ed. Project-Exp series
Evaluation of film impact in Psychology of Research.
2. ETRC Research Grant #2
ETV Impact study in terms of depth personality studies of audience of frequent viewers vs. non-viewers (b) attitudes change-as measured by Semantic differential, etc.
3. ETRC Research Grant #3-Further Impact studies to be implemented.
4. Pending NSR study of Impact of Biology Series, etc.

Needs data on the following:

1. Further analysis of audience structure with respect to specific programming.
2. More extensive analysis of "audience educability"- i.e., creating interest in programming which has no "built-in" interest for certain groups.
3. Systematic examination of "philosophy of ETV" programming among various levels of ETV personnel by intensive cross-sectioned attitude studies.
4. Further examination of the scope of "Educational TV" stereotypes, etc., etc.

Kenneth Harwood, Chairman, Dept. of Telecommunication, University of S. Calif.

Suggests the following questions:

1. How may research activities be of more value to all educational broadcasters?
2. How may they be of more value to station management?
3. How may research personnel increase in ability, number, and status during the coming years?
4. How may research personnel study the internal operations of their stations?
5. How may they increase the necessary information about the audiences and the non-audiences of their stations?

William G. Dochterman, Director of Radio-TV, Northern Illinois University

Interested in problems concerned with educational children's television. ✓

Sidney Stone, Director of WBGU, Bowling Green University

Suggests study of finances of closed-circuit operations around the country.

Earl Wynn, Director of TV, University of North Carolina

Just completed study of attitudes toward ETV. Needs information on "audience segments, program needs."

Ray Hurlburt, General Manager, Alabama ETV Commission

Now working on "research in connection with FAE Grant for in-school telecasting on a state wide basis." Needs data on simplified and inexpensive means of measuring number of viewers."

Gerard Appy, Assoc. Dir., Univ. of Georgia, Center for Con't. Education

Needs data on (1) ETV audience impact studies, (2) ETV Audience composition, a- relation of audience measurement of ETV to commercial audience measurement, b- study of importance of credit factor on ETV adult educational programs.

H. M. Martin, Manager, WKNO

Project in progress: survey to find reasons for illiteracy and its impact on political-economic and social phases of community life. Needs data on (1) Methods of selling ETV to educators, (2) Scientific measurement of ETV station audience and impact (How to conduct such a research project.) (3) Study of ETV staff organizations and their duties. (4) Study of audience impact and reaction through promotion.

Jim Miles, Director, WBAA, Purdue University

Dr. Seibert suggests as a starter: 1) The problem of integrating research findings--the "FRAME-ORK" into which results may be fitted and from which testable hypotheses may be drawn. 2) I would like to hear others' ideas concerning the selection procedures to be used in choosing ETV "TALENT". 3) I believe that TV student retention over protracted periods of time needs investigation (small joke). We have hopes that our calculus group may serve as a "Guinea Pig" sample for one study of this sort. 4) I have been wondering what criteria, if any, will show greatest TV vs. conventional differences. We know that the customary criteria reveal little difference between the two separately taught groups, yet many insist that differences exist--perhaps they do. If others have ideas concerning the differences and the areas in which they occur, these should be valuable. If research bears out their hunches, we will be in a better position to understand the nature of TV education.

Myron M. Curry, Director, KFJM, University of North Dakota

We are especially interested in several problems:

- (a) Information on educational program types most preferred at given hours of the broadcast day; for example, is 4:30 a good time for children's programs, reading programs, lectures, or discussions.
- (b) When are the peak listening periods during the day.

- (c) Are there any better education program types aside from music most preferred by listeners; for example, is drama a favorite; what about documentary, short talks, interviews and so on.
- (d) Do educational stations tend to provide "relief programs" in contrast to the fare offered by commercial stations.
- (e) Do educational program audiences tend to be cumulative; that is, are there large numbers of different people reached at different times; or does the educational program audience tend to be both small and unchanging.

W. J. Murphy, Coordinator, University of Detroit

Projects in progress:

FAC project on credit telecourses with viewing groups on campus.

Needs data on:

Specifications in the classroom (1) size of screen and number of monitors for classes of 25, 50, 100, 150, (2) placement of audio receivers for classes of above size.

Howard L. Johnson, Executive Director, KRMA-TV, Denver

Projects under way:

1. Public opinion survey...with particular reference to the viewership of KRMA-TV.
2. Television effectiveness of French instruction.

Suggests: "that the problem to be discussed---might be directed toward a definite "pinpointing" of research on the national level.

Paul K. Heim, Coordinator, Richmond Area University Center

Problems recently encountered: determining service radius, promoting UHF in a VHF area, financing.

C. J. Stevens, Director, Radio-TV, University of Kansas City

Concerned with methods of:

Low budget installation and operation of radio and television stations.

Carl H. Menzer, Director, WSUI, KSUI

Interested in discussion of the question of:

"....the educational broadcasting stations' services to the majority of listeners as to a minority group."

Robert Kirkpatrick, Director, A-V Center, Union Theological Seminary
Richmond

Project underway: \$10,000 study "of our denomination's present use of radio and television; of the anticipated long-term trends of the whole field of radio and television; to study the proposed uses of radio and television by other religious groups; and to recommend the course of action...."

Needs data on: whole field of children's radio programs in regard to their FM station. Wants to know "the extent to which a listener audience of children can be built up, what kinds of programs are most effective, the best kind of promotion, etc."

Allen Miller, Manager, KWSC, State College of Washington

"Fundamentally, I would like to see motivational research in depth made available to us for guidance of our activities. I have heard rumors on numerous occasions of motivational research being done at the behest of advertising agencies and sponsors. Perhaps the projects don't justify the designation of motivational research in depth. Perhaps the information cannot be obtained in any event. Collation of material, however, would be highly valuable if it is extant and obtainable. Otherwise, is it possible for NAEB to get involved in research that can help us to find out how to capture and attract the attention of the listening public with materials designed for serious purpose? Obviously, there are many varieties of such materials. A start with any of them would be valuable. I think the nose-counting surveys could be left to the individual stations. But that which penetrates more deeply into the way in which people react or can be persuaded to react probably is too costly to be conducted by any one institution. In any event, I believe that facts of this kind which are obtained should be available to all institutions."

Bernarr Cooper, Director, Radio-TV, University of New Mexico

"One immediate problem on which several of us would be interested to have more data would be the motivational factors involved in learning by television. Not enough is known about the individuals who take telecourses or their reasons for taking these. Research indicates unusually fine results are obtained by telecourse enrollees when they are subjected to the type of examination in a subject area as that administered in a controlled situation."

September 10, 1957

Dr. Burton Paulu, President
National Association of Educational Broadcasters
Radio Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Thank you for your letter of September 6 and for your kind comments.

You will recall that you asked if I would want to appear before the Board at St. Louis to present the Neilsen proposal. Since Irving Merrill is so close to this and has worked on the matter for several years, I am going to ask him to prepare the one or two page summary of the basic facts and arguments concerned. I feel that this shouldn't be a word-of-mouth deal and that it would be best to have Irv. there instead to answer in detail any of the questions of the Board.

The Committee has already requested him to follow through on the matter and it is only logical to have this completed under his capable supervision.

Harry has forwarded about fifty letters nominating various participants to the Seminar. I'll start on this mass of material and see if we can't get it condensed to some sort of workable form.

Cordially,

Raymond D. Cheydleur, Chairman
Research Committee

RDC:as

c.c. Irving Merrill
Harry Skornia

airmail

September 11, 1957

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for the nominations to the Research Seminar.

I notice that the deadline has been set for the 15th, this Sunday. In order to clear any late material coming into Hqs., I'll hold final compilation on this material until it can reach here. Let's make it the 25th.

However, I'm already making progress on pulling this together in a workable form for the Committee to use.

According to the Chicago minutes, Merrill was to provide a list of participants to Tyler. --You may recall that there were quite a few names suggested at that time. I'll get a copy of this and see that it is included with the other material to go out from here.

I assume that your statement "I'll leave to you the selection" pertains to the suggestions made by various people, not that of my selecting the participants.

Unless I hear otherwise, I will follow the minutes and continue to prepare a complete master list (with qualifications, etc.) in order that all members of the committee may indicate their preferences.

So, as things stand now, we should be able to quickly clear this phase of the project by the tenth of October.

Sincerely,

Raymond D. Cheydleur, Chairman
Research Committee

RPC:as

CC: Burton Paulu
Keith Tyler
Irving Merrill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

September 5, 1957

Mr. Raymond D. Cheydleur
Assistant Director
Station WFSU-FM
University Broadcasting Service
Florida State University
Tallahassee, Florida

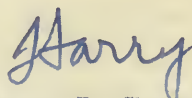
Dear Ray:

Here are nominations (some ridiculous) for Research Seminar, plus some other documents I thought you should have.

Because of the cost of making photos, after you've taken off the names and qualifications, would you send on to Keith Tyler all suggestions about what Research needs there are and what the Seminar should do? This won't involve all those I'm sending you, since many make no such suggestions.

I'll leave to you the selection. If any others arrive before deadline, I'll send 'em on to you.

Sincerely,



Harry J. Skornia
Executive Director

HJS/dc

CC: Burton Paulu

Keith Tyler

Enclosures: Photos: Research Seminar correspondence

(X)

BOARD of EDUCATION
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ADMINISTRATIVE OFFICES
CITY HALL

September 13, 1957

Dr. Harry Skornia
NAES Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I am pleased to nominate Dr. Warren G. Findley as a possible participant in the forthcoming NAES Research Seminar. Dr. Findley is our Assistant Superintendent for Pupil Personnel Services. You will note from the enclosed data sheet that he has been a rich experience in research activities. In addition to his accomplishments in his chosen field he is a genial gentleman who is interested in what we are trying to do. He and his department are cooperating beautifully in the television research.

We need some means of determining the effectiveness of what we are doing. Perhaps some criteria might be developed which would be an aid in evaluating school broadcasts. Undoubtedly a purview of some of the availabilities in this field will be included in the Seminar Report. In due course we shall be turning our thoughts to more careful evaluative procedures.

kindest personal regards and best wishes for an outstanding seminar. It was good to be with you again at Allerton.

Cordially,

Haskell Boyter, Director
Radio and Television Education
740 Bismark Road, N. E.

HB:mp

enclosure



b. September 23, 1908, at J. H. Hill, 1908 in Lawrence Hill
 Ch. J. H. Hill (Finley, Harold G., 1908, married Ann Finley, September 7, 1943)

A.B. 1927 Princeton University
 M.A. 1929
 Ph.D. 1933

Phi Kappa Chapter, Phi Kappa Chapter

- * 1927-30 Assistant Psychologist, in charge of Student Personnel,
 Cooper Union for the Advancement of Science and Art
- 1927-35 Research Associate, College Entrance Examination Board
- 1935-36 Instructor, Measurement and Research, Teachers College,
 Columbia University
- * 1936-40 Assistant Director, Examinations and Testing, New York
 State Education Department
- 1942 Civilian psychologist, Education Station, Albany, New York
- 1945 Supervisor of Test Construction, U. S. Armed Forces Institute,
 University of Minnesota
- * 1946-48 Chief, Evaluation Branch, Educational Advisory Staff,
 Air University, Maxwell Air Force Base, Alabama
- 1947-48 Consultant on evaluation and guidance, Board of Education,
 Atlanta, Georgia
- 1948 Professor of Psychology, University of Alabama Extension,
 Montgomery, Alabama
- * 1948-53 Director of Test Development, Educational Testing Service
- 1950 Consultant in evaluation, Board of Control for Southern Regional
 Education, Atlanta, Georgia
- 1952 Visiting Professor of Educational Measurement, Michigan State
 University
- 1952, 1953 Lecturer in Educational Measurement, Rutgers University
- * 1953-55 Director of Evaluation and Advisory Service, Educational Testing Service
- 1954 Visiting Professor of Education, George Peabody College of Education
- * 1954 Assistant Superintendent for Pupil Personnel Services, Atlanta (Ga.) Public
 Schools
- 1956 Regional Advisor, Educational Testing Service

American Association for the Advancement of Science, Fellow

American Educational Research Association

Chairman 1946-47, member (1946-47) of Committee on Psychological
 Tests and Their Uses

National Council on Measurement and in Education
 President 1943-54

National Society for the Study of Education
 Member of the Executive Committee 1944-45

National Education Association

New Jersey Education Association

American Psychological Association, Fellow; member, Council of Representatives,
 1953-56

Psychometric Society - member, Board of Directors 1953-55

New York State Psychological Association
 President 1942-43

New Jersey Psychological Association
 President 1944-55

Princeton Township Parent-Teachers Association
 President 1954-55

* Full-time position.



UTAH STATE UNIVERSITY

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LOGAN, UTAH

UNIVERSITY COLLEGE
CARLTON CULMSEE, DEAN

DEPARTMENT OF SPEECH

September 12, 1957

Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

In response to your letter of August 9th regarding the research seminar, it is a pleasure to inform you that the Director of Research for KVSC (although no such title exists) is the station director, Dr. Burrell F. Hansen.

Dr. Hansen obtained his Ph.D. from the University of Minnesota in 1953. His research was in the area of radio program and listener evaluation, and titled: "A Critical Evaluation of a Documentary Series of Radio Programs on Racial and Religious Prejudice." The programs evaluated in the study were in a series of six 1/2-hour documentaries prepared and produced by radio station WCCO in Minneapolis. The study has been reported in the JOURNAL OF THE AERT and at the 1956 Convention of the Speech Association of America in Chicago. Following the SAA Convention Dr. Hansen was named to the research committee of the radio-TV-film interest group of the SAA.

Since coming to this institution Dr. Hansen has initiated several Master's degree studies such as "Listener preferences in sports announcing," "FM Ownership in Logan," and a "Comparison of TV vs. Radio Announcing." For the Utah State Extension Service Dr. Hansen planned a study (now underway) on "Rural Radio Listening in Utah." He has also undertaken two annual studies of listenership/viewership to this institution's TV and radio broadcasts.

In regard to problems valuable for a Seminar discussion Dr. Hansen suggests (1) that more general understanding and recognition of the 'commercial ratings' is needed, (2) that a scholarly method of research design and reporting is needed, (3) that we need to penetrate more deeply into the "why's" of audience reactions to audio and stimuli (as present in radio and tv presentation, (4) that while determination of differences as

a result of differing methods, styles, and forms of presentation are important, we need also work toward objective discovery of causes, (5) that much of our finding of "no statistically significant difference" is possibly due to our use of stimuli of too gross a nature, and of insensitive instruments of measurement.

This list could undoubtedly be extended, but it is suggestive, I believe, of Dr. Hansen's general feeling about much of our present research in this area.

Sincerely,

Burrell F. Hansen
Director KVSC

AMES, IOWA

5-1-71

6-28 1962

Richard F. Vogl
 1914-1985

WTTW

"WINDOW TO THE WORLD"

Channel 11

CHICAGO EDUCATIONAL TELEVISION ASSOCIATION

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September 10, 1957

JOHN W. TAYLOR
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SECRETARYDr. Harry Skornia
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Your inquiry regarding the NAEB Research Committee has been directed to me. We have no one at WTTW specifically titled Research Director. However, I have been responsible here for coordinating the research which affects our programming; I am most interested, therefore, in the work of your group.

My previous experience after leaving Gregory Hall with a Journalism B.S. some years ago, has been concerned for the past 8 years with television production, commercial until joining WTTW 2 years ago. And because a producer must certainly keep at least one eye and ear toward his audiences, I have naturally been concerned with TV audience and programming research.

My own research concerns here at WTTW have been in several areas. We have sponsored three studies in cooperation with Northwestern University: (1) an analysis of audience mail, (2) a mail questionnaire survey of WTTW donors, and (3) a broad interview project measuring WTTW penetration into the community. I also summarize to our staff and for our staff and for our publications reports of our three Chicago area professional TV audience surveys and ratings, as well as the STW research projects.

We at WTTW feel the need for much more information about the audiences and programs with which we work. We would specifically be interested in these areas:

1. What motivates particular educational television program viewing by individuals?
2. What can be found out quantitatively as well as qualitatively about total audiences for ETVC programs?
3. What motivates community organization participation in helping to produce educational television programs?

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September 10, 1957

Obviously we approach these and all our other problems with a direct interest in determining and applying a solution. We face these questions daily, and we must provide answers daily. We recognize, however, that most of our information about all of them is very incomplete. We are therefore vitally interested in whatever research your group may undertake which will prove of value to WTTW and to educational television everywhere. //

I will be happy to be of whatever help I can be to your Research Seminar in furthering these objectives.

Sincerely,

Chalmers Marquis
Program Development

CH:en

WTTW

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September 17, 1957

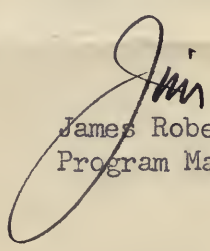
Mr. Raymond D. Cheydleur, Chairman,
NAEB Research Committee
Office of the Director of Radio and Television
The Florida State University
Tallahassee, Florida

Dear Ray:

Thanks for your letter of September 12.

The chap in our shop who has been working on various research activities is our Development Director, Chalmers Marquis. Within the past week he has sent to Harry Skornia a very complete letter outlining the things in this field which have been undertaken here. I think he is your man, and would suggest that you secure from Harry a copy of this letter.

Best regards,


James Robertson
Program Manager

JR:alp

COPY

Sent for the information of

Raymond Cheydleur

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL
URBANA, ILLINOIS

September 20, 1957

Mr. A. B. Roberts, Director
Audio-Visual Department
Western Illinois State College
Macomb, Illinois

Dear Mr. Roberts:

Since we shall have space and budget for probably not over about 25 Seminarians, I'm fairly sure that only one from any one institution will be permitted. And many, on the basis of selection of individuals, may not be represented at all. For this is considered as a working Seminar which must be of controllable size if it is to accomplish its purpose.

The selection is made by the Research Committee, to whose Chairman I am today sending your letter and comments.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw

CC: Raymond Cheydleur
Dr. H Keith Tyler

Ray - To save time (+ save you
work) I've sent copy of his
second page direct to Tyler.
Regards

WESTERN ILLINOIS STATE COLLEGE

FRANK A. SOU, PRESIDENT

MACOMB, ILLINOIS

DEPARTMENT OF AUDIO VISUAL EDUCATION

September 19, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

I am sorry that I have been delayed in sending the materials to you relative to the NAEB activities. We have a number of new people on our staff and I just couldn't get around to getting the material ready for you. I am attaching to this letter some topic that we feel would be worthy of research. I would also like to suggest that Dr. Ned Reglein, who is heading our closed-circuit television work here on campus, or Miss Jennette Terrell, who is in charge of our FM radio be considered as a representative from our institution at this meeting. If more than one or two representatives from an institution is permissible then I would also like to suggest Mr. William Prange, who is working with Dr. Reglein on the closed-circuit TV, also attend.

Am I right in assuming that the NAEB pays the expense of the people in attendance? If so, if only one is allowed from each institution may we send more if we take care of their expense? I will appreciate hearing from you so we will know how to plan.

Yours sincerely,

A. B. Roberts, Director
Audio-Visual Department

ABR:mjb

Enclosure

Sept. 17, 1957

Regarding paragraph 2, I would list the following:

- a. more research on the relative effectiveness of regular classroom instruction and (i) closed circuit TV of same (ii) relative effectiveness of closed circuit TV classroom presentations and programs specially prepared for TV presentation.
- b. research on the ^{optimum} ~~best~~ length of time for both closed circuit and broadcast TV educational ~~subjects~~ presentations for subjects in various areas, i.e., science, social studies, etc.
- c. / A study of The elaborateness of closed TV educational presentations; this involves amount of preparation on part of instructor, size of TV crew, lighting, etc. Recommendations on basis of findings.

In addition to the above, I would include research on the effective role of closed circuit TV in observation experiences of laboratory school demonstrations in teacher training.

Southern Regional Education Board
881 Peachtree Street, N. E.
Atlanta 9, Georgia
December, 1955

Biographical Data

Name: John Kenneth Folger

Date of Birth: March 13, 1924, Atlanta, Georgia

Parents names: Dagnall F. and Genevive M. Folger

Education: West Georgia College, Carrollton, Ga.
B. A. (Political Science), Emory University.
M. A. (Sociology) University of North Carolina.
Ph.D. (Sociology, Statistics minor) University of North Carolina.

Present Position: Research Associate, Southern Regional Education Board,
881 Peachtree Street, N. E., Atlanta, Georgia.

Past Positions: 1944-46- U. S. Navy
1947-48- Research Assistant, Committee on Southern Regional
Studies and Education.
1948- Research Assistant, Second National Training Laboratory
in Group Development.
1948-49- Research Assistant, University of North Carolina
Radio Research Project.
1949- Research Assistant, Southern Regional Education Board.
1949-50- Laboratory Assistant, Social Science Statistics
Laboratory.
1950-51- Research Fellow, Institute for Research in Social
Science, University of North Carolina.
1951-53- Chief, Technical Services Division, Human Resources
Research Institution, Montgomery, Alabama.

Membership in Professional Organizations:

Southern Sociological Society
American Sociological Society
American Statistical Association
Population Association of America

Publications:

"Longevity of Retired Army and Air Force Officers", Human
Biology, (With C. A. McMahan and Thomas K. Ford).
Future School and College Enrollment in the Southern Region.
"Migration and Marital Status", Social Forces, (With John
Rowan).

BIOGRAPHICAL DATA
John K. Folger
Page 2

Publications(Cont'd):

"Some Aspects of Migration in the Tennessee Valley",
American Sociological Review.
Graduates of the Air Corps Tactical School 1921-40,
Human Resources Research Institute, Technical
Research Report no.15, (With C. A. McMahan and
S. W. Fotis).
Confidence Limits Tables for Small Samples of Binomially
Distributed Data, Human Resources Research Institute,
Research Memorandum no:6.
Attitudes of Regular and Reserve Officers Toward the Korean
War, Human Resources Research Institute Report
no. HR 6 (Classified).

SOUTHERN REGIONAL EDUCATION BOARD

Established 1949 Under Interstate Compact

ATLANTA 9, GEORGIA

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881 PEACHTREE STREET, N. E.

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NORTH CAROLINA

September 18, 1957

Mr. Raymond D. Cheydleur, Chairman
NAEB Research Committee
The Florida State University
Tallahassee, Florida

Dear Ray:

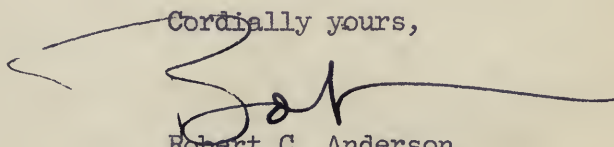
Thank you for your good letter of September 17. I would like very much to have Dr. John K. Folger, our Associate Director for Research, to take part in the NAEB Research Seminar in Ohio in December. You asked for some indication of his "qualifications". I am enclosing a biographical sketch.

Dr. Folger has handled most of our staff efforts concerning the proposed tri-state pilot network project and the exploration of the regional network during the past few months. He could make, I believe, a real contribution to the Seminar.

What are the dates of the Seminar? I do not know Dr. Folger's December schedule and he is out of town at the present time but he probably could arrange to attend.

With personal regards and best wishes, I am

Cordially yours,


Robert C. Anderson
Director

RCA:is

cc: Dr. John K. Folger

Founded 1892

ITHACA COLLEGE

ITHACA . NEW YORK

September 25, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

RE: NAEB Research Seminar

Dear Mr. Skornia:

Inasmuch as we have a small department and are attempting to start three experimental educational programs in addition to an hour nightly of live TV, we do not have a person formally responsible for research.

We are strongly sympathetic to the seminar idea, however, and would be interested in participating if invited.

My main experience in this field was a masters thesis (Boston University School of Public Relations and Communication Arts, 1956), "A Study of Instructional Closed-Circuit Television and Its Acceptance by College Instructors."

Sincerely yours,

Royal D. Colle
Chairman, Radio-TV

RC/ru

*Received
Sept. 25
No answer. Too late*

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

not
forward
Research
Sept. 25/57

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting _____ Title _____ Director, Division of TV, _____

Representing _____

Please describe briefly any broadcast research projects now in progress at your station or institution:

Information is being gathered on the use of the response system in the classroom. The system is being used in the classroom and the results are being recorded. The system is being used in the classroom and the results are being recorded. The system is being used in the classroom and the results are being recorded.

Name of Research Director (if any) _____

Please list any problems on which you wish you had data which might be provided by the proper research.

Photo sent with Chapman
& Taylor
Sept. 23, 1957

WTDS

The Radio Voice of the Toledo Public Schools

91.3-FM

Radio-TV Education Department

1101 West Central, Toledo 6, Ohio

Kingwood 9312

HARRY D. LAMB

DOROTHY KELLOGG

MILDRED GOWELL

DOROTHY MATHENY

September 18, 1967

Mr. Harry F. Goetz
Executive Director - NAEP
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Harry:

NAEP RESEARCH SEMINAR
OHIO STATE UNIVERSITY
DECEMBER 9-17, 1967

After the excellent Allerton Seminar meeting this summer in which I reported Dr. Goetz' discussion on audience measurement techniques, I realized that any nomination we made from Toledo would need to be a person of considerable stature. The University of Toledo was the ideal person, Dr. Herbert Goetz, associate professor of psychology. Besides the facts listed in the enclosed statement of his educational and professional history, in talking with him I discovered that during his stay at DePaul University he had worked with the audio-visual department in a study of the impact of color in visual education. Further, he is deeply interested in the problem of learning in both television and radio education. I am sure that the recommendations of President Knowles and Dean Benson of the University were arrived at after painstaking analysis of the purposes of the proposed seminar and a sincere desire to nominate truly best qualified man.

Mr. Goetz is a specialist in research and deeply interested in the success of the NAEP Research Seminar. In fact, during his stay he would like to have the privilege of visiting some of the members of the program of membership to you.

Sincerely,

Harry D. Lamb
Director

HDL:va

Enc.

cc: Ed Knowles
Arnold Benson
Herbert Goetz

THE UNIVERSITY OF TOLEDO
TOLEDO 6, Ohio

U
C
P
Y

OFFICE OF THE PRESIDENT

September 12, 1957

Dear Harry:

After careful consideration it has been decided that the most likely person to represent the University of Toledo at the NAEB Research Seminar to be held at the Ohio State University December 9 - 13 is Dr. Herbert Gerjuoy.

Dr. Gerjuoy just joined our faculty as an associate professor of psychology. He has done some work in this area already and is very eager to participate in this seminar. Both Dean Hanson and Dr. Stansbury feel he is admirably qualified to participate and contribute to the research activities.

Very sincerely yours,

(SIGNED) Asa S. Knowles

Asa S. Knowles
President

Mr. Harry D. Lamb, Director
Radio-TV Education Department
1901 West Central
Toledo 6, Ohio

Harry Kant, Univ. of Toledo

RESEARCH PROBLEMS

1. The major need of neophyte broadcast researchers is the statement of method in audience surveys both for spread and impact, together with a statement of their reliability as indexes of program value. Not all broadcasters have staff available already trained in research techniques, and some of those trained in educational research are not trained in survey techniques used by radio and television.
2. A study of program structure in terms of time of broadcast, content of broadcast, and audience response in terms of extent and impact.
3. A bibliography of educational radio and television research techniques, studies, and reports identified clearly as to methods employed.
4. A comparative cost study of educational films, radio, and television in terms of the 15 minute and 30 minute unit of time.
5. A study of the composition of groups and contributors to educational television fund campaigns to determine why they give. Is it a sociologically or psychologically different group from contributors to other causes? Is it a one time contributing group or an annual contributing group? (What are its dominant reasons for giving? Tax exemption, interest in education, prestige, rivalry, moral responsibility, in consideration of the gifts of others, etc.) (I.e., does it support educational television in reaction against commercial television for one year and then lose interest? If so, what are the factors for non-support?)
6. A study of audience response in terms of prestige factors: source of program—university or other educational source, Educational Television and Radio Center (Ford Foundation), kinescope-film-live, religious or church group, civic groups such as symphony orchestra associations, chamber of commerce, unions, N.A.A.M. Are there value judgments attached to source or content that should be stressed?
7. An exposition of the limits and values of the demographic picture of the audience in comparison with the psychological picture, or a combination of both, or refinements that could be made in applying either.
8. A study of the viewing habits of audiences at varying educational levels; at varying economic levels; at varying occupational levels (teachers, doctors, dentists, lawyers, clerks, office workers, machine operators, outdoor workers such as truck drivers and mail carriers, etc.)

9. A study of the difference in learning by television as compared with learning in the classroom, or by films, or television as compared with the classroom fully equipped for the use of audio-visual aids including radio.
10. A study of viewing habits of children divided according to age level, school level, economic level with subjective response to various types of program fare. Data would be immensely helpful in the areas of what kinds of programs could be created for the child audience, how well the child's program demands might be up-graded. From what kinds of programs the child seems to benefit most readily where cultural appreciation and social adjustment are concerned.

THE UNIVERSITY OF TOLEDO
TOLEDO 6, Ohio

C
O
P
Y

ACADEMIC ADMINISTRATION
OFFICE OF THE DEAN

September 17, 1957

Mr. Harry D. Lamb
Director of Radio and TV Education
1901 West Central Avenue
Toledo, Ohio

Dear Mr. Lamb:

I am enclosing herewith an abstract of Dr. Gerjuoy's educational background and professional history. You would use whatever materials are appropriate to your purpose in proposing him as a candidate for the research group which is to meet in Columbus in December.

I should point out further that Dr. Gerjuoy has also done some research in the field of audio-visual education and that he himself has an interest in studying some problems related to educational television.

Sincerely,

(SIGNED) Arnold Edw. Hanson

Arnold Edw. Hanson
Dean

AEH:mc
Enclosure

Date of birth: April 22, 1929

Educational History:

A.B. 1949, University of Southern California
major: Pre-medical psychology
magna cum laude with High Honors in Psychology
Honors Advisor: L. E. Travis
Honors Thesis: Current trends in electroencephalography

M. A. 1952, State University of Iowa
major: Experimental psychology
Masters Committee Chairman: Gustav Bergmann
Masters Thesis: The role of historical lawfulness in
classical British psychology.

Ph.D. 1953, State University of Iowa
major: Experimental psychology
Doctors Committee Chairman: Harold P. Bechtoldt
Dissertation: Primary generalization in paired associate
learning as a function of additional cues.

Professional History:

Research Associate 1953-54, State University of Iowa
ONR grant research with Harold P. Bechtoldt

Instructor, 1954-present, Department of Psychology, Indiana University
Teaching psychology: Introductory (freshman), Experimental
(sophomore), etc.

Research Associate 1955-56, Indiana University Hearing
and Communication Laboratory. Full time summer 1955, half time
academic year 1955-56.

Air Force Project research

Clinical Psychologist summer 1956, LaRue D. Carter Memorial
Hospital, Indianapolis, Indiana
Psychological intern.

Consultant in Psychology 1956-present, Central State Hospital,
Indianapolis, Indiana.

Consultant in clinical research design. Taught course in
research methods to hospital staff psychologists. Supervised
research.

Consultant, HUMPRO, 1957 fall--

Consult on research design, statistics, programming.

Clinical Psychologist summer 1957, LaRue D. Carter Memorial
Hospital, Indianapolis, Indiana
Psychological intern.

Publications:

1. "Generalization effects in successive discrimination learning as measured by response similarity" by Herbert Gerjuoy and Harold P. Bachtoldt. Final Report, Contract Nour 1261-(00), Project NR 154-154 Office of Naval Research. Department of Psychology, State University of Iowa. March 8, 1955.

2. "Two and three item confusion matrices for a set of three English syllables" by Herbert Gerjuoy. Proceedings of the Indiana Academy of Science, 1956, 65, p. 223.

3. "Correlation between articulation scores for speech masked by noise and speech masked by speech" by James P. Egan, Herbert Gerjuoy, and Edward J. Thwing. Technical Report Contract No. AF 18(600)-571, AFRCRC-TN-56-52, 1 May 1956, to Operational Applications Laboratory, Air Force Cambridge Research Center, Air Research and Development Command, Bolling Air Force Base, Washington 25, D.C. Published by Indiana University Hearing and Communications Laboratory.

4. "The scaling of adjectives used to describe personality" by Arnold Buss and Herbert Gerjuoy, Journal of Consulting Psychology, (in press).

Papers at major scientific meetings:

1. "Response similarity in successive discrimination learning as a function of stimulus similarity" by Herbert Gerjuoy, Western Psychological Association convention, Long Beach, California, 1954.

2. "The summation of paired associate stimulus-response generalization effects" by Herbert Gerjuoy. Psychometric Society--American Psychological Association meetings, New York City, 1954.

3. cf. publication (2) above: South Bend, 1955.

4. "The scaling of adjectives used to describe personality" by Herbert Gerjuoy and Arnold Buss. Indiana Academy of Science meetings, Bloomington, 1956.

Professional Affiliation

American Psychological Association, Midwestern Psychological Association, Indiana Academy of Science, Marion County Psychological Association, Indianapolis Psychology Seminar, Psychometric Society, Acoustical Society of America (American Institute of Physics), Sigma Xi, AAAS, AAUP, Psi Chi.

Graduate Training:

University of Southern California: Physiological Biochemistry; Neurology.

Cornell University (summer session): Behavioral Anthropology; Group Dynamic Techniques.

State University of Iowa: (Psychology Courses): Action, Emotion, & Perception; Foundations of Measurement; History of Modern Psychology; Psychology of Learning; Experimental Social Psychology; Systems of Psychology; Problems in Psychology; Contemporary Viewpoints in Psychology; Quantitative Methods in Psychology; Factorial Analysis; Advanced Statistical Methods; Seminar in Theoretical Psychology; Research in Psychology; Laboratory Techniques in Psychology; Correlation Methods; Design of Experiments; Perception; Seminar in Behavior Theory; Seminar in Personnel Research Techniques; Experimental Methods in Clinical Psychology; Experimental Study of Personality; Sensory Processes.

(Courses in other Departments): Philosophy of Science; Readings in Mathematics; Mathematical Logic; Elements of Statistics; Advanced Calculus; Theory of Statistics; Statistical Hypotheses.

Research Assistant in Psychology 8/52-9/53. (Primarily correlational analysis of data; performing various statistical tests).

Teaching Assistant, summer 1951. Taught conference section of Introductory Psychology.

NO

Current Research:

1. Eho and Tau Compared: As Descriptive Statistics, and Testing the Hypothesis of No Association
2. Interpreting Tests of the Significance of Rank Correlation
3. (with Irma Gerjuoy) Human Probability Avoidance Conditioning with Reinforcers Similar to the Discriminative Responses
4. (with Marvin Zuckerman) Verbal Conditioning by Contiguity in Responses to Social Ideal Questionnaires
5. (with Arnold Buss) Response Classes: A Problem of Clinical Research Methodology

PLGS

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Managers and/or Directors, NAEB Actives and Associates

FROM: Harry J. Skornia *H. J. Sk.*

SUBJECT: Data needed for Research Seminar

DATE: August 9, 1957

On behalf of the NAEB Research Committee, which has just completed meeting to plan, among other things, an NAEB Research Seminar to be held at Ohio State, December 9-13, 1957:

- 1) Would you give us the name of the Research Director or the person responsible for TV or radio (educational) research at your station or institution, please? Also briefly list his qualifications. This is for purposes of identifying research individuals from all NAEB members for consideration for invitation to participate in the Seminar. These are only nominations; selection will be made by a Committee which will consider all nominations. We would like as broad a representation as possible to insure maximum value of this Seminar.

A Seminar Report will be published and distributed, along with other forthcoming research materials now in the planning stage.

- 2) Please list any problems which you wish this seminar might discuss: problems on which you wish there were data available; what you wish the NAEB (or someone else) might do in Research, etc.
- 3) Feel free, please, to make any other suggestions which you think might help make this Seminar most useful.

Even very brief replies will be appreciated, if possible before September 15. Thanks very much.

HJS/dfc

UNIVERSITY OF NEBRASKA TELEVISION



CHANNEL

12

KUON-TV

Lincoln 8, Nebraska

September 13, 1957

Dr. Harry Skornia
Executive Director, NABE
19 Gregory Hall
Urbana, Illinois

Dear Harry:

This will serve to recommend Dr. Charles O. Neidt as a participant to the NABE Research Seminar to be held at Ohio State, December 9-13, 1957. I am especially pleased to be able to present the name of Dr. Neidt, since I am sure his broad background in educational psychology, measurements, research and educational broadcasting would enable him to make a valuable contribution to the seminar.

At 34, Dr. Neidt is professor and chairman of the department of educational psychology and measurements, Teachers College, University of Nebraska. He is co-author of Statistical Methods in Educational and Psychological Research, Appleton-Century-Cross, 1954. He is the author of articles in such professional journals as the Journal of Applied Psychology, Journal of Educational Psychology, Journal of Educational and Psychological Measurements, Review of Educational Research, etc. He has been the research consultant for such special projects as the Westside Community School's "Teaching Seventh Grade Spanish and Spelling with the Use of Tapes" and the Department of Economics' project "The Use of Counselors for Improving the Lecture Method of Presentation."

Dr. Neidt is a member of the Nebraska State Committee on Teaching by Television-Correspondence Study. You will recall that this project is co-sponsored by the Fund for the Advancement of Education and involves more than 30 rural high schools and seven courses. In providing the total education for these high school students through television and correspondence study, the Nebraska project is unique among all the experimentation being done in ATV across the nation. As such the Nebraska project may well serve as the pilot for small enrollment schools in many states. Dr. Neidt is in charge of all research in connection with the project

television with a purpose

Dr. Harry Skornia

2

September 13, 1957

and the ultimate report to the FAE. In this capacity he attended the Philadelphia research meeting recently held by the Fund for the Advancement of Education.

In addition, Dr. Neidt is directing a special research project for the Educational Television and Radio Center. With a special ETAC grant-in-aid, Dr. Neidt and his associates are investigating the "Differential Reaction of High School Students to Teachers in the Classroom and on Television." -- this as a by-product to the over-all Nebraska project.

As you can see, we are turning to Dr. Neidt for all research in the broadcast area. We are especially fortunate in having the services of Dr. Neidt while Dr. Clarence Flick of the Speech Department here at Nebraska is on a year's leave of absence in California.

Because of the two important projects in which Dr. Neidt is currently engaged, I am sure he would make a significant contribution to the research seminar as well as enabling University of Nebraska Television to benefit from the proceedings through his attendance.

Sincerely,

Jack McBride
Director of Television
and KUON-TV

J:b

cc - Dr. Charles D. Neidt

air mail

UNIVERSITY OF KANSAS
LAWRENCE, KANSAS - STATIONS



RADIO

KFKU-KANU

September 14, 1957

Mr. Harry J. Skarnia,
11 Gregory Hall,
Urbana, Illinois.

Dear Harry:

I am catching up on a lot of correspondence which piled up while I was gone and I discovered your mimeographed memorandum dated August 9 which concerns "Data needed for Research on War". As you know, Dale Adams, formerly of the University of Texas, has joined our faculty and he has been named Director of Research for Radio and Television. He is obviously the man on our staff who should be considered by the Research Committee, and it is altogether possible that you already have this information but I wanted to send it on to you in case you didn't in order to meet your September 15th deadline, if possible. I am dictating this after hours on a Friday and otherwise would have called Dale to find out if he knew about this, which he probably does. If you want additional information I could get it from Dale or you could write him direct. We are very pleased, as you can imagine, to have such an able staff member. We have already had several meetings with him and I am sure he is going to make a wonderful contribution to our efforts to provide a regular high quality leadership both in broadcasting and in teaching the subject.

Sincerely,

R. Edwin Browne,
Director.

REB:k

September 9, 1957

Mr. Richard E. Chapin
Assistant Librarian
The Library
Michigan State University
East Lansing
Michigan

Dear Mr. Chapin:

I think Harold Hill answered your letter fairly completely. I'm sending a copy of it, and our replies, to Raymond Cheydleur, Chairman of our Research Committee. We'll hope you can volunteer for this service.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw

CC: Raymond Cheydleur ✓
Irving Merrill

August 30, 1957

Mr. Richard E. Chapin
Assistant Librarian
The Library
Michigan State University
East Lansing
Michigan

Dear Dick:

Dr. Skornia is out of the office for a week, so I am replying to your letter of August 21.

Although I am not familiar with the background of Irv's conversation with you, since Dr. Skornia handles all of the staff work with our Research Committee, I might be able to help with the questions you raise.

Based on the research materials we currently have on hand, I would estimate that not over a couple of four drawer files would currently be required. However, there are many research studies of which we do not have copies and many more, I'm sure of which we are not even aware. Of course, there has not been too much research in this field to date although it is growing steadily. Annual requirements would average, I would say, one four drawer file a year. This again is based on what is currently made available to us. If we were to be able to procure copies of most of the pertinent research done in this field, I would estimate that all of the above requirements should be trebled.

All of the above is only a considered guess, as I'm sure you realize, and Dr. Skornia may have some greatly different ideas on the subject. If so, I'm sure you will hear from him soon after his return to the office.

Cordially,

Harold E. Hill
Associate Director

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

THE LIBRARY

August 21, 1957

Dr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Irving Merrill, Director of Television Research for our institution, has approached me regarding the maintenance and storage of the research studies in the area of radio and television. Before making a formal application as a depository for these materials, I would like some further information. How many shelf feet, or file drawers, are needed to house these reports? How much space is needed to handle the additions for an average year? If we can have the answers to these questions, we will be able to determine if we can administer the reports on the level which you would desire.

Since I did my communication dissertation under Dallas Smythe, I am familiar with the quality of the reports issued by your Association. If we have the physical facilities, I am confident that we can service the materials to benefit all interested parties.

Sincerely,

Richard E. Chapin
Assistant Librarian

REC:jlw

*Dr. Harry J. Skornia - National Association of Educational Broadcasters
14 Gregory Hall - Urbana, Illinois
Library - Michigan State University*

DATE 9/13

FROM W.J.Sk.

TO:

_____	HJS	_____	JS
_____	CSB	_____	ME
_____	HEH	_____	BP
_____	FES	_____	JT
_____	REU	_____	JG

OTHER ☒

Ray Chaydler

ACTION:

_____	FOR YOUR INFORMATION
_____	FOR SIGNATURE
_____	PLEASE HANDLE
_____	FILE
_____	RETURN
_____	COMMENT AND RETURN
_____	SUPPLY BACKGROUND INFO.
_____	NEWSLETTER
_____	OTHER: _____

~~to day plan~~

29 Wells Hill Ave
Toronto 10
Aug 20/57

Dear Mr Skornia

I much hope that I can make The Dec 9-13
Seminar.

It would have to be out of my own pocket

Last time I was there it was Ford funds.
However I know that it is important, and
so much is happening one can't keep in
touch by reading alone. Shall do my
best to make it.

Sincerely Yours

Marshall McLuhan

Dr. Marshall McLuhan
University of Toronto
Associate Editor of Explorations

RADIO AND TELEVISION CENTER

⑦

September 11, 1957

Dr. Harry Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I feel a little self-conscious in writing this letter, but here goes anyway.

The name of the person responsible for R-TV research at Syracuse University is me! Here is part of the biographical sketch I used in a recent proposal:

"Dr. Lawrence Myers, Jr. ... did his undergraduate work at Purdue University, receiving a B.S. in 1942. After military service, he accepted an appointment as Graduate Assistant in the Radio Department at Syracuse University. Upon receipt of an M.A. in Speech-Radio in 1949, he was employed as an Instructor in the Department.

"He received his Ph.D. in Education in 1956. His principal areas of study were statistics, measurement and evaluation, and audio-visual education. His dissertation utilized three methods of research; an historical study, a normative evaluation of methods, and an experimental study. ("An Examination of Television Audience Measurement Methods and an Application of Sequential Analysis to the Telephone Interview Method." Dissertation Abstracts, Vol. XVI, No. 10, 1956. Publication No. 18,032, Microfilm 56-3117, Ann Arbor, Michigan.)

Dr. Harry Skornia
September 11, 1957
Page 2

"Dr. Myers is currently Assistant Professor of Radio and Television and Director of Research for the Radio-Television Center at Syracuse University. His major teaching assignment has been the development of graduate courses in television research and he has supervised, during the last five years, over one hundred graduate research projects requiring the collection and evaluation of primary data. Since 1952 he has been a member of the Research Committee of the National Association of Educational Broadcasters and is now supervising a graduate study made possible by a grant from this organization. He is Departmental Editor of the "Research in Broadcasting" department of the Journal of Broadcasting."

I have also just received a Grant-In-Aid from the Educational Television and Radio Center to provide support for a research project, "A Study of the Audience Impact of Books and Ideas," an ETRC kinescoped program. This project starts soon and has a completion date of December 31, 1958.

Hope this information is satisfactory. The NAEB supported grant to two of our graduate students, is at the mimeograph office now and should be in your hands in a few more days.

Cordially,

Lawrence Myers, Jr.

/s/

6

SCHOOL DISTRICT OF THE CITY OF HIGHLAND PARK
HIGHLAND PARK 3, MICHIGAN

W H P R - FM

September 12, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois.

Dear Harry:

We have your letter of August 9, 1957, relative to the Research Seminar.

There is no member of our "staff" qualified for the seminar. In fact, we have darn little staff!

We also have no problems to contribute for the Seminar to consider. I fear that we are not being too helpful in this matter.

Best personal regards to you and all at Headquarters.

Sincerely,

Robert A. Stevens
System-wide Consultant
Audio-Visual - WHPR



over

Sept. 19

Dear Ray

The list of nominees for the Research Seminar is very encouraging. When all names are in there should be a good group to pick from.

check By the bye old boy, on page 4 of the list C. J. Stevens is identified with the University of Kansas. Stevens is at the University of Kansas City. Slap that typist!

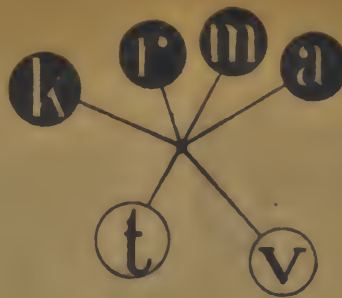
It is interesting that persons from many areas of ed. broadcasting

are now declaring an interest and involvement in research. One of the by-product benefits of this seminar will be to make ed. broadcasters more research conscious.

Good regards,

Gale

P.S. Our voting on nominees is to be done later. Right?



September 8, 1957

Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In response to your communication of an earlier date concerning needed data for research seminar, I wish to submit the following information. Mr. James W. Case, Program Director for KRMA-TV, is responsible for all research concerning KRMA-TV. I would recommend that Mr. Case be consulted concerning any problems of research.

We have two research projects now in progress at KRMA-TV, namely: (1) public opinion survey in determining television viewing habits in the city of Denver with particular reference to the viewership of KRMA-TV, and (2) television effectiveness of French instruction.

The actual research for KRMA-TV has been and will be done by Research Services Incorporated of Denver, Colorado (a commercial firm) and the Department of Research of the Denver Public Schools.

We would recommend that the problem to be discussed in the seminar might be directed toward a definite "pinpointing" of research on the national level. It appears that too many research projects are now being made which has a tendency to confuse those of us in the educational television area.

I would greatly appreciate having Mr. James Case represent us at this research seminar if possible.

May I also take this opportunity to extend to you my congratulations upon a very successful Management Seminar held in Monticello during the past month. I felt that it was extremely worthwhile and great progress was made.

Very sincerely yours,

Howard L. Johnson
Executive Director

HLJ:vt
cc: Mr. James Case

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting

Jim Robertson Title *Program Mgr*

Representing

WTTW Chicago

Please describe briefly any broadcast research projects now in progress at your station or institution:

You may have a letter from Charles Marguis, our Development Director, by this time - advising you of our various past "research" projects and surveys made mainly by Northwestern University students and by organization doing programs on our station - also our arrangement with Nelson. If not, let me know or write to Marguis & we'll provide further details.

Name of Research Director (if any)

Please list any problems on which you wish you had data which might be provided by the proper research:

Marguis has worked out a comprehensive list of these.

(Signature)

Community Evening College
Summer Session
Institutes and Conferences
Community Services
Extension Classes
Correspondence Courses
Audio-Visual Center
Educational TV and Radio

Division of Extension, Summer Session and Community Services
THE UNIVERSITY OF NEW MEXICO, ALBUQUERQUE

August 23, 1957

Dr. Harry J. Skornia
NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Dear Harry Skornia:

In reply to your communication of August 9, 1957, "SUBJECT:
Date needed for Research Seminar."

The University of New Mexico is now in the process of planning an educational TV station, which it hopes to have in operation this fall. Research on the experiment in teaching university level courses via television to monitor-teacher classrooms at the receiving end, and in various towns and cities in the state will be under the Director of University TV and Radio, Bernarr Cooper. The evaluationist with whom the Director will work is Dr. William Runge, of the College of Education of the University. Dr. Runge has been an educator for many years, received his training in secondary education, vocational education and tests, measurements and statistics.

I have worked for many years in evaluation and teaching by radio and television, have had my training in mass communication at Stanford University and before that was involved in educational activities in both Korea and Japan, as well as in the United States.

As you know, I have recently worked quite closely with Dr. Charles Manwiller who has charge of Curriculum Development and Research for the Pittsburgh Public Schools. (See the forthcoming report on the NAEB sponsored workshop in In-Class Utilization of the Educational Television Program.)

One immediate problem on which several of us would be interested to have more data would be the motivational factors involved in learning by television. Not enough is known about the individuals who take telecourses or their reasons for taking these. Research indicates unusually fine results are obtained by telecourse enrollees when they are subjected to the same type of examination in a subject area as that administered in a controlled classroom situation.

August 23, 1957

I hope this reply may be of some help in planning the research seminar for December.

Sincerely yours,

Bernarr Cooper, Director
University TV and Radio

BC

P.S. Sorry about the lateness of the report on the workshop. Getting an FCC application finalized, helping plan the temporary studio site and specifications for bids on studio and transmitter equipment, directing a one-hour teaching demonstration film on radiation biology and teaching a one-week workshop for TV monitor-teachers are partly responsible.

B.C.

August 15, 1957

Mr. Harry J. Shornia
NABH Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

As Director of the Radio-TV Bureau, I am the person responsible for educational radio and television research at Arizona State College.

My qualifications for this phase of my work are as follows:

1. Academic courses in educational statistics, research seminars in educational radio and television at Ohio State University.
2. Six months employment at Ohio State University as a Research Associate, January 1, 1952, to May 11, 1952.
3. I have conducted several unpublished research projects on:
 - a) Content Analysis of Network Television Drama
 - b) A Study of Research Done in Educational Radio
 - c) Three Surveys of Television Viewing Habits of Elementary School Children
 - d) A Study of the Adult Education Needs in Columbus, Ohio
 - e) Evaluation of the Effectiveness of Telecourse on Crafts for the Elementary School Teachers.

I would be very much interested in attending a Research Seminar, as we are doing an increasing amount of research in this field at Arizona State College.

I think research should be done in the following ETV areas:

1. Study of Educational Effectiveness of Observing a Classroom via Television as Compared to Visiting the Classroom.
2. Determination of the Influence of Implied Social Values in Network TV Drama on the Attitudes of Children.
3. Determination of which Aspects of Education Can Best be Accomplished via TV.
4. Seeking Specific Correlation between Use of TV in Education and Cost of Education.

Thanks for letting me know about this. Hope to see you in St. Louis.

Sincerely,

Richard H. Bell

✓
NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

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Name of person reporting NO Title

Representing KCTS

Please describe briefly any broadcast research projects now in progress at your station or institution:

NO

Name of Research Director (if any) NO

Please list any problems on which you wish you had data which might be provided by the proper research:

Loren Stone

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting Hungerford Title Asst. Dir. of Res.
Representing META

Please describe briefly any broadcast research projects now in progress at your station or institution:

Name of Research Director (if any) None yet -

Please list any problems on which you wish you had data which might be provided by the proper research:

I have replied to letter sent
by Harry Skornia

(X) ✓
NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting James Day Title Gen Mgr.
Representing KQED San Francisco

Please describe briefly any broadcast research projects now in progress at your station or institution:

Consultant
Name of Research ~~Director~~ (if any) Mr. Wilbur Schramm

Please list any problems on which you wish you had data which might be provided by the proper research:

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting Roy Barthold Title Acting Manager
Representing KUHT

Please describe briefly any broadcast research projects now in progress at your station or institution:

1. Fund For Advancement of Ed. Project - Exp series
Evaluation of film impact in Psychology of Research.
2. ETRC Research Grant #2
ETV Impact study in terms of depth personality studies of audience of frequent viewers vs. non-viewers (b) attitude change - as measured by Semantic differential, etc.
3. ETRC Research Grant #3 - Further Impact studies to be implemented.
4. Pending NSR study of Impact of Biology Series, etc.

Name of Research Director (if any) Dr. Richard I. Evans

Please list any problems on which you wish you had data which might be provided by the proper research:

1. Further analysis of audience structure with respect to specific programming.
2. More extensive analysis of "audience educability" - i.e., creating interest in programming which has no "built-in" interest for certain groups.
3. ~~Systematic~~ Systematic examination of "philosophy of ETV" programming among various levels of ETV personnel by intensive cross-sectioned attitude studies.
4. Further examination of the scope of "Educational TV" stereotype, etc., etc.,

signed R.I. Evans

④ ✓
NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting W.J. MURPHY Title Coordinator
Communication Arts Department
Representing The UNIVERSITY OF DETROIT

Please describe briefly any broadcast research projects now in progress at your station or institution:

The University of Detroit is presenting the curriculum for the freshman year in its Liberal Arts College as credit telecourses with viewing groups on campus and the same teachers are also teaching their classes in the classroom. This is an FAE project and will be duly reported.

Name of Research Director (if any) FR. L.V. BRETT, S.J.

Please list any problems on which you wish you had data which might be provided by the proper research:

Specifications for TV

Reception in the Classroom

1. Size of screen and
number of monitors for
classes of 25, 50, 100, 150.
2. Placement of audio
receivers for classes of 25,
50, 100, 150.

Q
University of Southern California
University Park
Los Angeles 7, California
August 20, 1957

Dear Harry,

As you know, I am responsible for direction of radio-
television research here. I am honored to be a member of the
NTER research committee.

Here are some questions that might be discussed by the
research seminar: How may research activities be of more value
to all educational broadcasters? How may they be of more value
to station management? How may research personnel increased in
ability, number, and stature during the coming years? How may
research personnel study the internal operations of their stations?
How may they increase the necessary information about the audiences
and the non-audiences of their stations?

Teaching Typewriting Through Television by William R. Pasework,
a copy of which you sent me the other day for abstracting, was
abstracted by me earlier this year and appeared in Abstract Sheet Series
I as number 28. Other abstracts will be coming along soon.

Many thanks to you and your people for the very swift
remittance of expense monies. The speed was amazing!

Very best wishes to you.

Cordially,

Kenneth Harwood, Chairman
Department of Telecommunications

enclosure

② ✓
MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

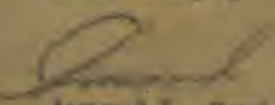
Dear Harry:

In answer to your memo of August 9, our Director of Research is Dr. Irving Merrill, who has his A.B. from Cornell University, M.S. in journalism from the University of Illinois, and Ph.D. in communications from the University of Illinois. He was an instructor in speech at Iowa State College in 1945; director of radio and manager of the university educational radio station, University of South Dakota, 1946-50; instructor in journalism and communications, University of Illinois, 1950-54, while working on his doctorate. Since 1954 he has been our Director of Research and Promotion for WKAR-TV, Michigan State University. I am sure that you are familiar with his research activities and with the various reports and studies we have done, several of which have been under NAES grant and with NAEB assistance.

I think the Seminar might discuss the problem of developing research studies to evaluate the relative audience interest and effectiveness of different types and kinds of educational programs on a qualitative basis. I know that there are some studies moving in this direction; but I believe that educational broadcasting in general should put a prior emphasis upon qualitative research and audience learning and enlightenment studies rather than quantitative and numerical measurement factors.

I am confident that Irv will have his own suggestions and ideas for additional problems and questions for discussion should he be selected for participation in the Research Seminar.

Best always,


Armand L. Bontier
Director
ILS/lr

August 14, 1957

Mr. Harry J. Skopols, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA

SCHOOL OF BUSINESS AND
PUBLIC ADMINISTRATION

DEPARTMENT OF JOURNALISM
AND COMMUNICATIONS

August 16, 1957

Professor Harry J. Skornia
National Association of Educational Broadcasters
University of Illinois
111 Gregory Hall
Urbana, Ill.

Dear Harry:

There are two men on our staff handling various research projects for Temple University, one of which is myself.

Professor John B. Roberts, Director
Radio-TV Division
Temple University and

Educational Consultant to
Radio and Television
Radio Station WFIL

I am directly in charge of the graduate and undergraduate program here at the university, and supervisor of research projects for the commercial television station. During the past six years we have completed at least eight research projects for WFIL. These projects concerned such activities as early morning listening and viewing, proper handling of news on radio with reference to the frequency length and content of programs, music preference, etc.

Dr. Delwin Dusenbury is now supervising graduate theses in the field of research. He has a number of graduate students under his immediate supervision.

Sincerely yours,

John B. Roberts, Director
Radio-TV Division

JB:ams



NON-COMMERCIAL — EDUCATIONAL

Administrative Offices - 275 N. W. 2nd Street - Miami 36, Florida
DADE COUNTY BOARD OF PUBLIC INSTRUCTION - LICENSEE
COMMUNITY TELEVISION FOUNDATION OF SOUTH FLORIDA, INC. SPONSOR

August 16, 1957

DR. HARRY J. SKORNIK,
EXECUTIVE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL
BROADCASTERS
14 GREGORY HALL
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

DEAR HARRY:

IN RESPONSE TO YOUR MEMO OF AUGUST 9, 1957, REGARDING
THE NAME OF OUR RESEARCH DIRECTOR TO BE CONSIDERED FOR
INVITATION TO PARTICIPATE IN THE PROPOSED SEMINAR ON
RESEARCH AT OHIO STATE DECEMBER 9 - 15, PLEASE ACCEPT
THE FOLLOWING INFORMATION:

MR. FRANK SLOANE IS OUR DIRECTOR OF RESEARCH FOR THE
BOARD OF PUBLIC INSTRUCTION. AS SUCH, HE ALSO HAS A
RESPONSIBILITY TO CONDUCT RESEARCH ON RADIO AND TELE-
VISION EDUCATION, TEACHING EFFECTIVENESS, AUDIENCE
RESPONSE, COMPARATIVE COSTS, ET CETERA. MR. SLOANE DID
HIS GRADUATE WORK AT THE UNIVERSITY OF CINCINNATI AND
WAS FOR SEVEN YEARS HEAD OF THE RESEARCH DEPARTMENT FOR
THE CINCINNATI PUBLIC SCHOOLS. HE HAS BEEN HEAD OF THE
RESEARCH DEPARTMENT FOR THE DADE COUNTY SCHOOLS FOR THE
PAST FIVE YEARS.

MR. SLOANE IS A PHI BETA KAPPA AND IN ADDITION TO HIS
YEARS OF EXPERIENCE IN RESEARCH HAS A BROAD UNDERSTANDING
OF THE FIELD OF GENERAL EDUCATION.

ONE OF THE PROBLEMS I WOULD LIKE TO HAVE DISCUSSED AT
THE RESEARCH SEMINAR IS THE ESTABLISHMENT OF A REASONABLE

DR. HARRY J. SEDGWICK

-2-

AUGUST 16, 1957

VALID METHOD OF AUDIENCE CHECK, WHICH CAN BE HANDLED BY
THE AVERAGE EDUCATIONAL STATION AND WHICH IS NOT SUBJECT
TO THE VAGARIES AND AMBIGUITIES OF THE COMMERCIAL SERVICES.

I HOPE THIS IS THE INFORMATION YOU ASKED FOR IN YOUR
MEMO.

SEE YOU SOON. WITH ALL GOOD PERSONAL WISHES.

SINCERELY YOURS,

VB:BZ

VERNON BRONSON,
DIRECTOR



4001 W MCNICHOLS ROAD • UNIVERSITY 2-6000
DETROIT 21, MICHIGAN

August 16, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

I have received your request for the name of the person responsible for Radio and Television educational research at the University of Detroit. I should like to submit the name of our production manager, Mr. Wayne Bundy.

During the past two years Mr. Bundy has been at the University of Michigan working under Ed Stasheff and he has conducted several research projects that examined the effectiveness of educational television. If the committee is interested in looking further into his qualifications, I will be glad to provide further details on the work he has been doing in educational television during the past ten years.

Sincerely yours,

William J. Murphy
Director, Radio & Television
University of Detroit

WJM:hfr

STATE UNIVERSITY OF IOWA
IOWA CITY

AUGUST 19, 1957

Dr. Harry Shornia
WASH, 14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

This refers to your communication of August 9 relative to the
WASH Research Seminar scheduled for December 9-13.

I would like to submit my own name for consideration for invitation to participate. I believe you, as well as the rest of the committee, are familiar with my qualifications, so perhaps I do not need to elaborate. Specifically, so far as research is concerned, our station has conducted surveys on a limited basis from time to time, and while they are usually done by members of our staff, I am in the position to direct them. I am intensely interested in this problem and I believe that it is important to all WASH stations. One of the questions which usually comes up concerns the educational broadcasting stations' services to the majority of listeners or to a minority group. I would like to see this question discussed.

If there is any date you need please let us know.

Sincerely,

Carl H. Menzer
Director, WSUI-WSUI

CHM/pch

Note to
Cheryl:
I'll tell him we'll suggest
that you + other research
people apply for next
engineer's workshop!

(X)

THE UNIVERSITY OF KANSAS CITY
KANSAS CITY 10, MISSOURI

OFFICE OF THE DEAN
EVENING DIVISION

August 19, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

This is in reply to your form letter of August 9:

1. The person responsible for television and educational radio research at the University of Kansas City is Cj Stevens, Director of Radio and Television. His qualifications briefly are B. A., M. A., Ph.D. in Speech with an area of concentration in Radio during doctoral work. He was continuity editor for the Radio Department and WLSU, Louisiana State University from Spring 1948 to Fall 1950. He was graduate Assistant in charge of electronics and radio, maintenance and recording at L. S. U. from Summer 1951 through Summer 1954. He is a member of AER. He was head of the Radio-Speech Department, Shepherd State College, during 1954-55. He has been Director of Radio and Television at the University of Kansas City since the beginning of the academic year of 1955-56. He is presently also Acting Dean of the Evening Division. He is a member of the Board of Directors of the Radio-Television Council of Greater Kansas City. His experience in Radio has included all phases excepting transmitter engineering work. Other fields of interest include: theater, public address, phonetics, linguistics, the teaching of English as a foreign language, and adult education.

2. The chief problem with which I am concerned at the present time is low budget installation and operation of radio and television stations. I am also concerned with adult education through radio and television.

Yours truly,

Cj Stevens
Director of Radio and Television

Cjs/dc

RICHMOND AREA UNIVERSITY CENTER, INCORPORATED
ELLEN GLASGOW HOUSE, ONE WEST MAIN ST., RICHMOND 20, VIRGINIA

OFFICE OF THE ADMINISTRATOR

20 August 1957

AFFILIATED INSTITUTIONS

COLLEGE OF WILLIAM AND MARY
GENERAL ASSEMBLY'S TRAINING SCHOOL
HAMPSHIRE-SYDNEY COLLEGE
MEDICAL COLLEGE OF VIRGINIA
RANDOLPH-MASON COLLEGE
RICHMOND PROFESSIONAL INSTITUTE
UNION THEOLOGICAL SEMINARY
UNIVERSITY OF RICHMOND
UNIVERSITY OF VIRGINIA

MAED Headquarters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Thank you for your mimeographed notice of August 9 relative to the Research Seminar.

1. Mr. Paul K. Rein, Coordinator of the Center, is responsible for our operations in the field of radio and television. Mr. Rein is qualified in the technical field by virtue of training at C.R.E.T. in Washington and several years employment in radio. His experience in the field of education includes managing the Evening College of Richmond Professional Institute, and serving for some eight years as Assistant to the Administrator and lately Coordinator here at the Center, where he is responsible for adult education, visiting scholars, etc., as well as educational radio (through the cooperative FM station) and educational television (through Richmond Education Television, where he serves as Member of the Board and on several committees).
2. Problems we encountered include determining service radius, promoting UNW in a VHF area, and of course, financing.
3. Here in the Richmond area we are developing an interesting program in the cooperative use by several institutions of a single's institutions FM transmitter, using tape and separate studios.

Very sincerely yours,

Paul K. Rein
Coordinator

Kansas State College

Manhattan, Kansas

August 14, 1957

Division of Extension
Department of Radio and Television

Mr. Harry J. Skorala
NAAB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In answer to your August 9 request for possible research personnel to participate in the seminar December 9-13 I should like to submit the name of Dr. Forest L. When. I don't think I need to elaborate too much on his qualifications because of his reputation among broadcasters, commercial and educational.

For over twenty years he has conducted surveys on a regular basis for WIBW, Topeka, Kansas, and WBO, Des Moines, Iowa. Additional surveys have been made in the Southwest and New England areas. He is in constant demand by commercial firms as a consultant.

I'm sure Dr. When would be an asset to the seminar and hope his nomination is acted upon favorably.

Sincerely,

Kenneth E. Thomas, Head
Department of Radio and Television

KET:vlb



4996 MILLBROOK BLVD., ST. LOUIS 5, MISSOURI
Advertiser 3-0995

August 15, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

The only person available at KETC who has had any experience with research is me. I am not suggesting that I am qualified, but I think I could provide some stimulating conversation which would enliven this particular ivory tower.

Sincerely,

George L. Arms
Operations Manager

GLA/mp

ANN ARBOR

W U O M

91.7 M.C.

FLINT

W F U M

107.1 M.C.

UNIVERSITY OF MICHIGAN

ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING

E. G. BURROWS, PROGRAM DIRECTOR

August 15, 1957

Mr. Harry J. Skornia,
NAEB Headquarters,
14 Gregory Hall
Urbana, Ill.

Subject: NAEB Research Seminar, Dec. 9-13, 1957.

Dear Harry:

There is no one person associated with our organization in the role of Research Director. However, since I think many of our experiences in determining audience reactions and in the study and promotion of schoolroom programs could be shared with value, I would like to recommend that William Bender, Jr. of our staff be considered as a representative to this conference.

Mr. Bender's qualifications, briefly: 1) one year with the Bureau of Educational Research, Univ. of Colorado, 2) studies on radio program-acceptance, chiefly by schools, and 3) wide variety of historical research (for use in documenting and preparing scripts), the last two in his capacity as Script Editor and, unofficially, Station Relations director of WUOM.

Cordially,

E.G. Burrows

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting Earl Wynn Title Director of TV, Chapel Hill Studio, WUNC-TV
Representing WUNC-TV

Please describe briefly any broadcast research projects now in progress at your station or institution:

Completed. Study of attitudes toward Ed. TV.

Name of Research Director (if any) Wesley Wallace

Please list any problems on which you wish you had data which might be provided by the proper research:

audience segments - program needs

EMPIRE STATE FM SCHOOL OF THE AIR

RADIO CENTER - SYRACUSE UNIVERSITY
SYRACUSE 10, N. Y.

JAMES A. FELLOWS, Executive Secretary

August 19, 1957

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Andrew L. Winsor, Dir.
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Cornell University

Frank L. York, Publisher
The Troy Record
Troy, New York

Mr. Harry J. Skorda,
NAEB Headquarters
44 Gregory Hall
Urbana, Illinois

Dear Mr. Skorda:

The School of the Air does not have a Research Director. By virtue of our location at Syracuse University Radio-Television Center, we frequently call upon Larry Myers, its Director of Research, for any problems. I suspect you already have his name as part of the Syracuse University entry.

Sincerely,

JAF/6p

James A. Fellows



WUNC-TV, Channel 4

THE UNIVERSITY OF NORTH CAROLINA

University of North Carolina in CHAPEL HILL, North Carolina State College of Agriculture and Engineering in RALEIGH, The Women's College in COLUMBIANA

EARL WYNN
Director of Television

JOHN YOUNG
Assistant Director
of Television

CHAPEL HILL

August 20, 1957

Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I have your memorandum of August 9th, concerning nominating a person to attend a possible seminar on research in radio and television. We shall certainly want to nominate a person, but considering the vacation period now facing us, we may not be able to decide upon the nominee prior to the September 15th deadline. Earl is Urbana now, of course, and he tells me he will discuss this with you if possible, but we want to send this letter along to indicate our intention to name a person so that you will reserve a place for us at any seminar which may be set up.

With kindest regards.

Sincerely,

John Young

JY/cm

METROPOLITAN EDUCATIONAL TELEVISION ASSOCIATION
INCORPORATED

"M E T A"

345 EAST 40 STREET . NEW YORK 17, N. Y.

August 14, 1957

Dr. Harry Shornik
National Association of
Educational Broadcasters
Gregory Hall
Urbana, Illinois

Dear Harry:

We have not yet appointed a research director and for the moment these functions are mine. So you'd better put me down to receive any information on this subject.

I have one project very dear to my heart which we have not yet been able to execute and I would appreciate some advice on it. We want to set up a statistically sound sample of about 1,000 names to receive a weekly program schedule in the form of a three-fold postcard. The third fold is a return postcard on which these people can rate programs. We thought we would let the mailing list grow at random until it reached 2,000 or 3,000 names and then we would ask Elmo Roper or some similar outfit to construct a proper sample covering all socio-economic groups and so forth. What do you think of this?

If we could get some consistency in the way these research efforts are approached we might get some valid transfer of results from one city to the other.

With kindest personal regards,

Sincerely,

E. A. Rongerford, Jr.

Encl: 1

Note by Shornik:
Told him we
wanted real
researchers.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Managers and/or Directors, NAEB Actives and Associates
FROM: Harry J. Skornia *H. J. Sk.*
SUBJECT: Data needed for Research Seminar
DATE: August 9, 1957

On behalf of the NAEB Research Committee, which has just completed meeting to plan, among other things, an NAEB Research Seminar to be held at Ohio State, December 9-13, 1957:

- 1) Would you give us the name of the Research Director or the person responsible for TV or radio (educational) research at your station or institution, please? Also briefly list his qualifications. This is for purposes of identifying research individuals from all NAEB members for consideration for invitation to participate in the Seminar. These are only nominations; selection will be made by a Committee which will consider all nominations. We would like as broad a representation as possible to insure maximum value of this Seminar.

A Seminar Report will be published and distributed, along with other forthcoming research materials now in the planning stage.

- 2) Please list any problems which you wish this seminar might discuss: problems on which you wish there were data available; what you wish the NAEB (or someone else) might do in Research, etc.
- 3) Feel free, please, to make any other suggestions which you think might help make this Seminar most useful.

Even very brief replies will be appreciated, if possible before September 15. Thanks very much.

We do not have a research Director at our school. All such work is done or supervised by myself.

Tex Smiley
Director of Radio
Kansas State Teachers College
Emporia, Kansas

HJS/dfc



RADIO AND TELEVISION SERVICE

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

Research Seminar

August 15, 1957

Dr. Harry J. Skorda
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Replying to your letter of August 9, the Radio and Television Department at Indiana University does not have a research director as such. I am listed to teach our Special Projects and Thesis courses in the Graduate School and probably would, therefore, be the person most concerned directing research in this Department. However, Professor George G. Johnson also supervises quite a bit in this area, largely along the lines of educational broadcasting.

Sincerely,

Klaus G. Bulzer, Director
Radio and Television Communications

EBB/cdm

MIAMI UNIVERSITY

OXFORD, OHIO

OFFICE OF THE ASSOCIATE PROVOST
DIRECTOR, EXPERIMENTAL STUDY
IN INSTRUCTIONAL PROCEDURES

August 16, 1957

Mr. Harry J. Skorsia
NAEB Headquarters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skorsia:

Mr. Stephen C. Hathaway, Director of our Radio-Television Program here at Miami has referred your memorandum of August 9 to me. As Director of the Experimental Study in Instructional Procedures here at Miami University, I am directly responsible for the TV instructional program and research on teaching through television. Dr. Laurence Siegel, Assistant Director of ESIP is our evaluation analyst in the program and responsible, under my supervision, for the actual research activities. Dr. Siegel is a Psychologist, with special training and experience in the field of evaluation. Consequently, if you wanted someone to measure research findings and who was thoroughly at home with the research techniques and vocabulary, Dr. Siegel would be the person best qualified of the staff here. My own training and experience is chiefly in the curriculum field, including curriculum research. I am more directly interested, however, in improving ways and means of television teaching than in the actual measurement of learning per se.

I hope the above information will be helpful to you in planning the NAEB Research Seminar for next December.

Sincerely yours,

F. G. Malcomber, Director
Experimental Study in Instructional
Procedures

FCM:dm

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Managers and/or Directors, NAEB Actives and Associates
FROM: Harry J. Skornia *H. J. Sk.*
SUBJECT: Data needed for Research Seminar
DATE: August 9, 1957

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- 1) Would you give us the name of the Research Director or the person responsible for TV or radio (educational) research at your station or institution, please? Also briefly list his qualifications. This is for purposes of identifying research individuals from all NAEB members for consideration for invitation to participate in the Seminar. These are only nominations; selection will be made by a Committee which will consider all nominations. We would like as broad a representation as possible to insure maximum value of this Seminar.

A Seminar Report will be published and distributed, along with other forthcoming research materials now in the planning stage.

- 2) Please list any problems which you wish this seminar might discuss: problems on which you wish there were data available; what you wish the NAEB (or someone else) might do in Research, etc.
- 3) Feel free, please, to make any other suggestions which you think might help make this Seminar most useful.

Even very brief replies will be appreciated, if possible before September 15. Thanks very much.

HJS/drc

Moore
W. J. Skornia
H. J. Skornia
W. J. Skornia

AM
640 KILOGYCLE



PM
1700 MEGACYCLES

THE UNIVERSITY OF OKLAHOMA

NORMAN - OKLAHOMA

AUGUST 13, 1957

Dr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In response to your mimeographed letter concerning the NAEB Research Seminar I am sending the information you requested. The person responsible for research here is Jess Burkett, Director of our School-of-the-Air and Assistant Manager of WNAD. Jess has been directly responsible for all radio listening surveys originated and completed by WNAD and in addition has been responsible for Extension Division-wide research for our Dean, Thurman White.

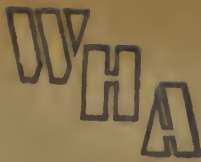
So far as I know he is the only person at the University of Oklahoma who is fully qualified to initiate, complete and evaluate radio and/or television research.

Since I am leaving for Detroit on Friday and will not be back for two weeks I am hurrying this reply off to you in order that you will have it by September 13. Off hand I do not think of any special problems on which we can use data at the moment. If after further consideration problems are uncovered, I will send you more information after I return to Norman.

Sincerely,

Hugh W. Mix, Director
Educational Broadcasting Services

HDM/bb



"THE OLDEST STATION IN THE NATION"

UNIVERSITY OF WISCONSIN - MADISON

August 13, 1957

(X)
✓

Mr. Harry J. Skornia

HAES

14 Gregory Hall
Urbana, Illinois

Dear Harry:

It may be a little while before we can contribute anything specific by way of names and ideas for the Research Seminar.

The School of Journalism has hired a new man who is expected to give a good deal of his time and emphasis to research in radio and television communications, but just how much time will not be settled until he gets on the job and gets some orientation. Bruce Westley of the School of Journalism has been supervising this area for the past year or so but prefers to channel his efforts in other directions, so right now we don't have someone who could be called Research Director in this field.

Depend upon it, I'll notify you as soon as things take shape. If the new man is all that we hope, we shall be most eager to have him participate in the seminar if possible.

With Ray Stanley away, Bill Harley is taking on additional duties as acting Director of our Television Laboratory, which means that he will have responsibilities in this area, and I am asking him to think about some of the topics and problems which should be considered by the seminar. Perhaps he will have some suggestions to offer before September 15.

Sorry I won't be seeing you next week. Ruth and I are heading for the Canadian Rockies with an old Illinois schoolmate of mine and his wife.

Cordially,

H. B. McCarty
Director

UNIVERSITY OF NORTH DAKOTA
GRAND FORKS

RADIO STATION KFJM
1440 KILOCYCLES

August 29, 1957

MEMBER NAT'L ASS'N.
OF EDUCATIONAL BROADCASTERS

Mr. Harry J. Skornia
Executive Director, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In answer to your memo regarding data needed for research seminar dated August 9, 1957, here is our reply.

1. We have no research director at present other than myself. My qualifications in research are based on my doctoral work wherein I participated in several public opinion surveys to gather data for my dissertation. I do not believe it is likely that I could attend the seminar even if I were qualified.
2. We are especially interested in several problems:
 - (A) Information on educational program types most preferred at given hours of the broadcast day; for example, is 4:30 a good time for children's programs, reading programs, lectures, or discussions.
 - (B) When are the peak listening periods during the day.
 - (C) Are there any better education program types aside from music most preferred by listeners; for example, is drama a favorite; what about documentary, short talks, interviews and so on.
 - (D) Do educational stations tend to provide "relief programs" in contrast to the fare offered by commercial stations.
 - (E) Do educational program audiences tend to be cumulative; that is, are there large numbers of different people reached at different times; or does the educational program audience tend to be both small and unchanging.
3. Regarding research, you may recall that Dr. Roslow suggested at the NAEB radio programming seminar that educational broadcasters might seek assistance in establishing educational research programs for schools of commerce, business administration, etc. Are there any case studies or examples showing the advantages and disadvantages of such cooperative efforts.

That's all I can think of at this moment.

Best wishes to you and the gang at NAEB.

Sincerely yours,

Myron M. Curry
Director, KFJM

MNC:an

STUDIOS—UNIVERSITY OF WASHINGTON

TRANSMITTER—EDISON TECHNICAL SCHOOL

COMMUNITY TELEVISION SERVICE
SEATTLE 5, WASHINGTON

August 16, 1957

Harry Geornis
NAEB
14 Gregory Hall
Urbana, Ill.

Dear Harry:

Since we have no one at the station who has
concerned himself with research, and since we
have a lot of things currently more important
to us — like trying to operate — we have no
nomination for anyone from here for the
Research Seminar.

Thanks and regards,

Loren B. Stone

Ray-

Ausmus, by phone,
recommends Whitaker (Walt)

KOMU-TV

COLUMBIA, MO.

Glenn 2-1172

8

August 19, 1957

⑧+
Dr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

With regard to your query of August 9 concerning candidates for attendance at the NAEB Research Seminar, we have only two men with backgrounds to fit the particular requirements you have for that meeting.

Barton Griffith of our Speech Department would be one candidate. Mr. Griffith is coming here from the Educational Television Center in Ann Arbor, where he was employed for two years as Director of Distribution. He has his B.A. from the University of Topeka, and his M.A. from the University of Iowa, and has all his work completed on his Ph.D. except his dissertation in the field of radio-television from Michigan. He will be working on this dissertation under the guidance of Dr. Willis at Michigan. In addition to his educational background, he has had several years of commercial experience in radio and television.

I would be the second person on our staff qualified to attend this meeting. I am Director of Television at the University of Missouri, and General Manager of the University's television station, KOMU-TV. I have my Ph.D. from Missouri in the field of Journalism with emphasis on radio-television. My doctoral dissertation was the first nation-wide study of educational television. I also have done considerable research in the field of communications. The study that gained the most publicity was an evaluation of "The Talking Newspaper." This project studied the possible uses of facsimile synchronized with voice. The results of this study were published in Popular Mechanics magazine. Other studies were in the field of radio-television news, and the results of these studies were published in Broadcasting-Telecasting and the INS Newscaster.

Cordially yours,

Edward C. Lambert
Director of Television

ECL:ms

EDUCATIONAL TELEVISION AND RADIO CENTER
1810 WASHINGTON AVENUE
ANN ARBOR, MICHIGAN

August 20, 1957

TELEPHONE NORMANDY 2-2476

Dr. Harry J. Skornik
Executive Director
National Association
of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks much for calling to my attention the dates for the NABE Research Seminar. I will try to hold December 9 through 13 clear as I, of course, appreciate the opportunity to participate in this meeting.

In suggesting names to you I am quite aware that you are acquainted with many or all of the following, but, perhaps, in an instance or two my mentioning them may serve as a reminder:

1. Dr. Steven Wilkey
Survey Research Center
University of Michigan
Ann Arbor, Michigan
2. Dr. A. W. Forshey
Executive Office of the
Horace Mann-Lincoln Institute
Teachers College
Columbia University
New York 27, New York
(Wells has a newly developed research interest in this field which could be encouraged.)
3. Dr. Louis Smith
Graduate Institute of Education
Washington University
St. Louis, Missouri
(Lou is a Minnesota psychology graduate who has been alot of help to us, a good resource.)
4. Dr. Wilbur Schramm
Institute for Communication
Research
Stanford University
Stanford, California
(I am sending under separate cover a copy of his research audience study. I rather hope he will be free to come to Columbus at this time.)

I wonder if Morrison or any of the boys connected with research in the ERC could attend? It's my impression that they know what they are

Dr. Barry A. Schrock

21-

August 20, 1957

doing. Suppose I just list a bunch of last names and if any of them fail to ring a bell, I can give you the dope on them if you are further interested: Adams, Brown, Kinsler, Barber, MacLean, Kinsler, Gurlo, Deutschmann, Carpenter, Geiger, Sokol, Kretzinger, Heath, Becker, Flick, Rowland, and Griffith.

I will look forward to this conference, and if I can be helpful in any way, please call on me.

Sincerely,

Byland W. Crary
Director of Education

BAC:als

Research Seminar

NORTHERN ILLINOIS UNIVERSITY

DeKalb, Illinois

September 4, 1957

TELETYPE SERVICE

Dr. Harry J. Gorman
Executive Director
NAEP
14 Gregory Hall
Urbana, Ill.

Dear Harry:

Having just returned to my desk after an extended vacation, I find I am negligent in answering a request by you for information regarding an assigned radio-TV research person at this institution.

The purposes of the Research Seminar for which this information is needed, let me say Northern Illinois University has no one, to my knowledge, falling under this classification.

At this point I have no particular suggestions to make as to problems the seminar might discuss, other than my time-worn topic of educational children's television. The problems in this phase of TV are so extensive that they could well stand much more research than heretofore has been made.

Thank you very much. I see that replies are requested prior to September 15th. I am not as early as I might have been.

Sincerely yours,

William D. Buchterman
Director of Radio-TV

WDB:m

TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION

CHANNEL 2

MINNEAPOLIS • ST. PAUL

MINNESOTA

Building TSA—Room 110
University of Minnesota
St. Paul 1, Minnesota

Telephone
Midway 6-4616—Ext. 268
Midway 4-1345

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JOHN S. FLEISCHER, JR.
Secretary

A. A. HECKMAN
Treasurer

August 30, 1957

Dr. Harry J. Skornia
NAEB
14 Gregory Hall
University of Illinois
Urbana, Illinois

TRUSTEES

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JOHN E. CASSELL

FREDERICK E. COOPER

GEORGE D. DAYTON II

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LEONARD H. HILL

RONALD M. HUGHES

MRS. CHARLES HUGHES

SAMUEL H. MASON

PHILIP H. NASH

WILLIAM L. NUTT

WILLIAM C. LANG

BERNARD L. OUEL

REV. WALTER H. PETERS

JOHN S. FLEISCHER, JR.

RUFUS A. PUTMAN

MRS. JOHN REED

JOHN W. SINGER

LOREN M. STAPLES

Dear Harry,

In reply to your letter of August 9, 1957, may I nominate for the NAEB Research Seminar Dr. Wm. A. Mindak. Mindak is an Asst. Professor at the University of Minnesota (B.S., M.A. and Ph.D. from Illinois) who is now conducting a very fine study here for us on a grant from the ETRC and another grant from the University of Minnesota. He is experienced in the field, having been heavily involved in the Army Pictorial Center studies of Television and has also had TV Research work as Consultant for Foote, Cone and Belding and for Campbell-Mithun.

I believe Mindak would bring a great deal to the Seminar as well as derive benefit from it.

Sincerely,

John C. Schwarzwaldner
Director

JCS/sls

DIRECTOR

JOHN C. SCHWARZWALDNER

② RADIO/TELEVISION

RTT

AT THE UNIVERSITY OF

TEXAS

AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
Director

August 27, 1957

Dr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Concerning your letter on the NAEB Research Seminar coming up in December, R. C. Norris handles our television and radio educational research. He is Assistant Director of Radio/Television. He has an MA, and is about half way through his PhD at the University of Michigan. His chief endeavor in this area has been to analyze the audience for the various educational programs which we produce here.

Sincerely,

R. F. Schenkkkan
Director

RFS:ap

(X)
✓
BOWLING GREEN STATE UNIVERSITY
BOWLING GREEN, OHIO
RALPH W. McDONALD, PRESIDENT

DEPARTMENT OF SPEECH

Network Mgr. HARR
14 Gregory Hall
University of Illinois
Urbana, Ill.

August 7, 1957

Dear Mr. Hill:

Please discontinue shipment of tapes for the duration of the summer. We are off the air until the week of Sept. 23. Be sure to get us back of the mailing list for that week. That's WBOU, Bowling Green State University, Bowling Green, Ohio.

Enclosed is our order for the fall quarter.

Remember the stuff of 10 Watt Finances done by the man at West Virginia a few seasons ago? Maybe someone could do a similar study of financing of the many closed-circuit operations now springing up. It would be very helpful in proving a few things to deans as our somewhat later set-ups are being planned. Pass the suggestion along to anyone who might make something of it.

Cordially,

Sidney Stone
Director WBOU

100-100000-100000

(X) ✓
NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

The NAEB is planning to conduct a Research Seminar at Ohio State University, probably in December, 1957. Your answers to the questions below will be helpful to the planning committee in making the Research Seminar successful. Will you please fill in sometime during the Management Seminar and return to Harold Hill before you leave Allerton?

Name of person reporting Ray Hurlbert Title Gen Mgr.

Representing Alabama Educational Television Commission

Please describe briefly any broadcast research projects now in progress at your station or institution:

Research in connection with F.A.E.
Grant for in school telecasting on a
state wide basis

Name of Research Director (if any) Low Peneguy

Please list any problems on which you wish you had data which might be provided by the proper research:

Simplified and inexpensive means
of measuring no. of viewers

(X)
✓

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

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Name of person reporting GERARD APPY Title Assoc. Dir.

Representing Univ. of Georgia Center for Continuing Education

Please describe briefly any broadcast research projects now in progress at your station or institution:

NONE

Name of Research Director (if any) Dr. M. W. Collin

Please list any problems on which you wish you had data which might be provided by the proper research:

ETV Audience Impact studies

ETV Audience Composition

Relation of audience measurement of ETV to commercial audience measurement

Study of importance of credit factor on ETV adult ed. pgms.

NAEB EDUCATIONAL TELEVISION MANAGEMENT SEMINAR
Allerton Park, August 19-25
1957

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Name of person reporting H M Martin Title Mgr

Representing WKNO

Please describe briefly any broadcast research projects now in progress at your station or institution:

Survey to find reasons for illiteracy
and its impact on political-economic
and social phases of community
life

Name of Research Director (if any) None

Please list any problems on which you wish you had data which might be provided by the proper research:

1. Methods of selling ETV to Educators
2. Scientific measurement of ETV station audience and impact
(How to conduct such a research project)
3. Study of ETV staff organizations and their duties
4. Study of audience impact and reaction through promotion.

PURDUE UNIVERSITY

STATION WBAA
LAFAYETTE, INDIANA

AUGUST 29, 1957

MR. HARRY J. SHORINIA
EXECUTIVE DIRECTOR
NAEB HEADQUARTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR HARRY:

IN ANSWER TO YOUR MEMO OF AUGUST 9TH.

1. DR. WARREN F. SEIBERT IS THE TV PROGRAM RESEARCH CONSULTANT FOR PURDUE. HIS TRAINING CONSISTS OF THE BACHELORS IN EDUCATION, THE MASTERS IN EDUCATION (MAJOR IN GUIDANCE AND COUNSELLING), PH.D. IN PSYCHOLOGY (MAJOR IN INDUSTRIAL, MINORS IN GUIDANCE AND IN GENERAL-EXPERIMENTAL PSYCHOLOGY).
2. DR. SEIBERT SUGGESTS AS A STARTER: 1) THE PROBLEM OF INTEGRATING RESEARCH FINDINGS-- THE "FRAMEWORK" INTO WHICH RESULTS MAY BE FITTED AND FROM WHICH TESTABLE HYPOTHESES MAY BE DRAWN. 2) I WOULD LIKE TO HEAR OTHERS' IDEAS CONCERNING THE SELECTION PROCEDURES TO BE USED IN CHOOSING ETV "TALENT". 3) I BELIEVE THAT TV STUDENT RETENTION OVER PROTRACTED PERIODS OF TIME NEEDS INVESTIGATION (SMALL JOKE). WE HAVE HOPES THAT OUR CALCULUS GROUP MAY SERVE AS A "GUINEA PIG" SAMPLE FOR ONE STUDY OF THIS SORT. 4) I HAVE BEEN WONDERING WHAT CRITERIA, IF ANY, WILL SHOW GREATEST TV VS. CONVENTIONAL DIFFERENCES. WE KNOW THAT THE CUSTOMARY CRITERIA REVEAL LITTLE DIFFERENCE BETWEEN THE TWO SEPARATELY TAUGHT GROUPS, YET MANY INSIST THAT DIFFERENCES EXIST -- PERHAPS THEY DO. IF OTHERS HAVE IDEAS CONCERNING THE DIFFERENCES AND THE AREAS IN WHICH THEY OCCUR, THESE SHOULD BE VALUABLE. IF RESEARCH BEARS OUT

MR. HARRY J. SKORNIIA

2

AUGUST 29, 1957

2. THEIR WUNCHEB, WE WILL BE IN A BETTER POSITION
TO UNDERSTAND THE NATURE OF TV EDUCATION.

SEIBERT IS DOING AN EXCELLENT JOB FOR US - HE WOULD BE
A REAL CONTRIBUTOR AT THE RESEARCH SEMINAR.

SINCERELY,

JSM:HM

JAMES S. MILES
DIRECTOR, WBAA

RADIO STATION

KWSC

PULLMAN, WASHINGTON

OWNED AND OPERATED BY
THE STATE COLLEGE OF WASHINGTON

5000 WATTS - 1250 KC

September 5, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your memorandum regarding the Research Seminar arrived during my vacation. No harm occurred I judge since you indicate your request for reply by September 15 and I will meet that deadline. My answer will be very brief indeed since we can lay no pretensions to having a research director responsible for TV or radio research either at KWSC or at the State College of Washington at the present time.

A year ago, Mark Mann, now of WGN, Chicago, was with us conducting extensive "nose counting" research for us. However, he has moved to greener pastures in the commercial field, and we have made no replacement providing for research. Mann's job was not full time, or even primarily, research. As a result, we are in no position to nominate any one from Pullman for consideration at the December Seminar. This I regret very much because I have a long-standing conviction that more research has been needed in educational broadcasting for a great many years. This does not lead me, however, into a voluminous detailed list of suggestions of research projects that I would like to see done by NAEB or by someone else to whom the idea may be suggested by NAEB.

Fundamentally, I would like to see motivational research in depth made available to us for guidance of our activities. I have heard rumors on numerous occasions of motivational research being done at the behest of advertising agencies and sponsors. Perhaps the projects don't justify the designation of motivational research in depth. Perhaps the information cannot be obtained in any event. Collation of material, however, would be highly valuable if it is extant and obtainable. Otherwise, is it possible for NAEB to get involved in research that can help us to find out how to capture and attract the attention of the listening public with materials designed for serious purpose? Obviously,

Page 2

Mr. Harry J. Swenda

there are many varieties of such materials. A start with any of them would be valuable. I think the nose-counting surveys could be left to the individual stations. But that which penetrates more deeply into the way in which people react or can be persuaded to react probably is too costly to be conducted by any one institution. In any event, I believe that facts of this kind which are obtained should be available to all institutions.

Cordially yours,

Allen Miller
Station Manager

AM:nd

Union Theological Seminary

FOUNDED IN 1812

Richmond 27, Virginia

August 21, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Ill.

Dear Mr. Skornia,

Thank you for your letter of August 9 on behalf of the NAEB Research Committee requesting the name of the Research Director at our station and asking for the listing of any problems which it is desired that the NAEB Research Seminar study.

It happens that I am the only research director at our station but I entertain no illusions that I should necessarily be considered for membership on an NAEB Research Seminar. It does happen that I shall be on sabbatical leave during the next scholastic year and that I have been employed to do radio and television research during my sabbatical,--and that means I shall probably, in fact definitely, be asking you for counsel and advice as I outline and carry through the research project.

In addition to my work here at the Seminary I am a member of the Board of Directors of the Richmond Educational Television Association (which, at present, is mounting an active local program that will eventuate, we hope, in the setting up of our own ETV station), a member of the Committee on Mass Communications of the Presbyterian Church, U.S., and a member of the Radio Committee of the Broadcasting and Film Commission of the National Council of Churches.

I have been engaged by the Committee on Mass Communications of the Presbyterian Church, U.S. to make a study of our denomination's present use of radio and television; of the anticipated long-term trends of the whole field of radio and television; to study the proposed uses of radio and television by other religious groups; and to recommend the course of action in regard to radio and television the Presbyterian Church, U.S. should follow in the light of the above.

The operating fund for this survey will run in the neighborhood of \$10,000.00 which underscores the fact that all concerned expect it to produce some really worthwhile results. I do covet your advice as I enter upon this undertaking,--and if there is any investigation of mutual benefit to us both that I could incorporate, I would be quite glad to do so.

As for problems for research study, one problem which concerns me in regard to our station (FM) is the whole field of children's radio programs,--the extent to which a listening audience of children can be built up, what kinds of programs are most effective, the best kind of promotion, etc.

With the hope that I may be able to confer with you personally in the not too distant future, I am

Sincerely yours,

Robert White Kirkpatrick
Director, Audio-Visual Center

(X)
NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Managers and/or Directors, NAEB Actives and Associates
FROM: Harry J. Skornia *H. J. Sk.*
SUBJECT: Data needed for Research Seminar
DATE: August 9, 1957

On behalf of the NAEB Research Committee, which has just completed meeting to plan, among other things, an NAEB Research Seminar to be held at Ohio State, December 9-13, 1957:

- 1) Would you give us the name of the Research Director or the person responsible for TV or radio (educational) research at your station or institution, please? Also briefly list his qualifications. This is for purposes of identifying research individuals from all NAEB members for consideration for invitation to participate in the Seminar. These are only nominations; selection will be made by a Committee which will consider all nominations. We would like as broad a representation as possible to insure maximum value of this Seminar.

A Seminar Report will be published and distributed, along with other forthcoming research materials now in the planning stage.

- 2) Please list any problems which you wish this seminar might discuss: problems on which you wish there were data available; what you wish the NAEB (or someone else) might do in Research, etc.
- 3) Feel free, please, to make any other suggestions which you think might help make this Seminar most useful.

Even very brief replies will be appreciated, if possible before September 15. Thanks very much.

Dr. S. M. Kennedy, Jr.
Chairman, Radio-TV Committee
Texas Technological College
Lubbock, Texas

HJS/dfc

Suggested Budget

August 12, 1957

I. Meals and Rooms	N.A.E.B.	O.S.U.
1. Luncheon and Dinner, 30 persons at \$4.00 per day for 5 days	\$ 600.00	
2. Meeting Rooms, \$10.00 per day for 5 days	50.00	
3. Sleeping Rooms, Deshler-Hilton Hotel 20 in double rooms at \$12.00 per day 6 in single rooms at \$8.00 per day	600.00 240.00 <u>\$1,490.00</u>	
II. Staff		
1. Seminar Director		\$ 300.00
2. Technical Assistant for Director	150.00	
3. One Group Leader		150.00
4. Four Full-Time Resource Persons @ \$250.00	650.00	600.00*
5. Four Special Resource Persons @ \$100.00	200.00	200.00
6. Four Short-Period Resource Persons @ \$50.00		200.00
7. Two Clerk-Typists	200.00	100.00
	<u>\$1,200.00</u>	<u>\$1,550.00+</u>
III. Supplies and Equipment	100.00	
IV. Staff Travel - 6 persons @ \$125.00 each	750.00	
V. Participant Travel (300 miles or under at own expense, over 300 miles, 3¢ a mile or one half first-class railroad fare.)	1,500.00	
VI. Contingency Fund	360.00	
VII. University Overhead	<u>600.00</u>	
	<u>\$6,000.00</u>	

* The Graduate School of The Ohio State University will contribute up to \$350.00 to two special resource people if their appearance is scheduled in open lectures.

+ The University's contribution to the Seminar.

(Received FSU, Sept. 9, 1957)

(Copied FSU, Sept. 10, 1957)

from Frank
Knauer

TO: Burton Paulu, President, NAEB
FROM: Raymond D. Cheydleur, Chairman, Research Committee
RE: Minutes of the NAEB Research Conference - Chicago
DATE: August 20, 1957

In response to your request of July 31, I am forwarding a copy of the minutes of the NAEB Research Committee conference held in Chicago, August 7 and 8. Extra copies are enclosed for distribution to the Board at its meeting in St. Louis.

For convenience I have attached several other items for your reference:

Item 1	NAEB Research Committee Minutes
Appendix A	Responsibility and Functions of the NAEB Research Committee - Statement
Appendix A-1	Excerpt from the Board of Directors Meeting - Gotham Hotel
Appendix A-2	Tentative Policy Statement by Cheydleur to Paulu, March 20
Appendix B	Revised Grants-In-Aid Announcement
Appendix C	Revised Grants-In-Aid Instruction Sheet
Appendix D	Seminar Proposal - Ohio State University
Appendix E	Seminar Budget Proposal
Appendix F	Summary of NAEB Research Grants-In-Aid, August 5

I am sorry you were unable to meet with us, but I realize at the same time it would be impossible to cover every NAEB committee meeting. However, it is my personal feeling that you would have greatly appreciated the many efforts and contributions made by each member. Part of the excellent progress, moreover, was due to the fact that Harry Skornia spent two days with us, keeping us clear of certain entanglements, filling us in on valuable background information.

Cordially,

Raymond D. Cheydleur, Chairman
NAEB Research Committee

cc: Board of Directors
Members of the Research Committee
NAEB Headquarters

NAEB RESEARCH COMMITTEE MINUTES

August 7, 1957

Meeting was called to order at 9:15 a.m. in Room 1105, DelPrado Hotel, Chicago by Chairman Cheydleur with members Adkins, Becker, Coleman (ex officio), Flick, Harwood, Merrill, and Tyler present. The committee was joined by Executive Director Skornia who remained with the committee until the meeting was completed. Cheydleur requested Merrill to be secretary for this committee meeting.

The first item of business was a discussion of the function of the research committee. Cheydleur requested Tyler to take the notes of the discussion (Appendix A-1, A-2) and prepare a final statement for President Paulu which when submitted later was accepted with minor amendments. A copy of the statement is attached as Appendix A to the minutes. The next item of business dealt with the question of a member as to the relationship between the research activities of the ETRC and the NAEB. Skornia pointed out that the official policy of the Center at present limits its research activities to studies of its own programs and programming. The NAEB research committee after some discussion reached the decision that the research activities of the NAEB are broad in scope as indicated in the past by the NAEB monitoring studies, for example, and that the committee can best fulfill its function by spelling out a comprehensive long range program of research. The NAEB research committee feels that our research plans should be known to the Center as a matter of interest and that any concurrent and cooperative action on the part of the Center would be welcome.

On a matter of funds the research committee has approximately \$8,000 at its disposal, it was reported by Director Skornia, which is arrived at as follows:

\$3,000 NAEB Research Seminar fund, 1957

\$3,000 NAEB Research Seminar fund, 1958 (approval to spend in 1957
received from Kellogg)

\$2,000 Grants-In-Aid and other research budget

\$8,000 Total

Deducting \$1,200 as the approximate expense of this meeting and the amount of \$400 which amounts to a 5% overhead charge made against this amount by the University of Illinois, the total remaining sum available to the committee amounts to \$6,400. The committee decided that the priority of expenditure of the \$6,400 remaining should be first the Research Seminar, but that a minimum of \$500 should be set aside for the Grants-In-Aid project. This means that the money is available for Grants-In-Aid, but that the committee will spend it on Grants-In-Aid only if a worthy project or two appears. If none appear it may be spent by the committee in other ways.

The Grants-In-Aid program itself was considered in some detail and at the conclusion of the discussion Chairman Cheydleur appointed Harwood and Adkins as a sub-committee to revise the announcement folder and the detailed instructions for entry. The report of the sub-committee was accepted substantially as submitted. A copy of the revised announcement folder is attached as Appendix B, and a copy of the detailed instructions as Appendix C.

In discussion of expediting the announcement and processing of the Grants-In-Aid program it was decided that the announcement folder should be sent to all members of the NAEB and to the APBE. The News Letter should be requested by the Executive Director to request members to pass along the announcement folder to persons interested in doing special research if the station personnel themselves are unable to apply for special project funds. No other changes in processing the Grants-In-Aid were made.

The committee discussed the need and possibility of establishing a library for all existing research in the field of educational broadcasting. It was decided to explore possible centers where such material could be kept. Several committee members volunteered to check possibilities at their own institutions. In reviewing the suggestion that a board of three competent research consultants be made available to advise the research committee on major projects on a continuing

basis, the committee after discussion rejected the suggestion. The committee felt that consultants might better be secured as necessary on a case by case basis should the need arise.

In discussing the necessity for obtaining some outside funds for purposes of continuing research the committee recognized this necessity and felt that such funds could best be obtained after a challenging program of research had been prepared. It was thought that the research seminar might well result in such a forward looking program.

At this time the discussion of the desirability of adding a full-time director of research to the NAEB headquarters along with a budget to support his work was carefully considered. During the two day research meeting appropriate functions for such a position kept arising to the attention of the committee. Among these duties were (1) maintaining an up-to-date file of foundations and funds whose purposes include supporting educational broadcasting research, (2) the systematic dissemination of information on important educational broadcast research to all interested members including the Fact Sheet service.

Director Skornia had with him several important new research studies which had not yet been summarized for the Fact Sheet. Several of the members of the committee took them in order to prepare such summaries in the near future. In discussing a previous project of the research committee, that of preparing a manual on broadcast research techniques, Becker agreed to do a section on telephone coincidental studies as a first step in collecting such materials for a manual. The committee unanimously agreed that the title for such a manual should be a "Primer of Broadcast Research Techniques". The title was suggested by Tyler.

Merrill was requested to follow through and investigate the conditions of purchase from the A. C. Nielsen Company for the NAEB of data from NCS #2 which pertains to both educational radio and television stations in the United States. The committee recessed at 5:15 p.m. and reconvened at 9 a.m. August 8th.

The first item of business was the presentation of the proposal of Ohio State University to conduct for the NAEB the proposed research seminar. Representing Ohio State University was Professor Franklin Knower. A copy of the proposal is attached as Appendix D, and a copy of the proposed budget as Appendix E. The proposal was accepted with pleasure by the committee and the December dates suggested were approved.

It was decided that the title of the seminar should be "The NAEB Seminar on Broadcast Research". There followed a discussion of possible full and part time consultants with the members of the committee suggesting to the representatives of Ohio State certain priorities in which these persons should be contacted. The committee then made a tentative listing of persons who should attend as participants.

In matters of administration it was agreed that Keith Tyler would do most of the work in setting up the seminar and that he would arrange if possible to make purchases and expenditures on behalf of the University of Illinois so that no overhead charge by Ohio State University would be necessary. Tyler would use the policy directives suggested by the committee at this meeting to guide him in preparing the program for the seminar and would consult with Chairman Cheydleur and Director Skornia on matters of detail in which he felt the need of advice. The task of selecting the participants would be the responsibility of the research committee and would be carried out in the following manner: Director Skornia would prepare an announcement of the seminar on behalf of the committee which would be forwarded to all educational broadcast stations requesting nominations for those to participate. These nominations would be turned over after the deadline to Chairman Cheydleur who would then poll the committee membership as a basis of selection. Secretary Merrill was directed to furnish a list of suggested participants to Tyler for information purposes. There being no further business the committee adjourned at 2:55 p.m.

Respectfully submitted,

/s/ Irving R. Merrill
Irving R. Merrill
Temporary Secretary

8/13/57

* Skornia was to poll the management of both educational radio and television stations as to their estimate of research needs in time to turn the replies over to Tyler as an aid in planning the seminar agenda.

RESPONSIBILITY AND FUNCTIONS OF THE NAEB RESEARCH COMMITTEE - STATEMENT

"The responsibility of the Research Committee lies within the broad area of research in educational broadcasting whether carried on by the Association or by its members. Its specific functions within this area are policy recommendations, research leadership, stimulation and encouragement, project planning, coordination, interpretation, information exchange and professional improvement.

Its policy recommendations are in relation both to the Association and to the broad field. It provides leadership in defining research needs and in suggesting research programs for meeting these needs. It seeks to stimulate and encourage significant research activities wherever they may be located. It plans and implements specific research projects where necessary. It coordinates the research activities of the association and its committees. It relates and interprets research whether carried on by the Association and its members or by other agencies. It fosters research information exchange and, in cooperation with appropriate groups, encourages and sponsors conferences, seminars, and workshops for professional growth and stimulation."

EXCERPT FROM THE MINUTES OF THE BOARD OF DIRECTORS,
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Gotham Hotel, New York. January 18,19,20, 1952

Page 11

(1) The Board adopted the following statement in regard to the NAEB Research Committee and the Director of Studies:

(2) FUNCTIONS OF THE RESEARCH COMMITTEE

In consultation with the Director of Studies and such other individuals as it may choose, the Research Committee shall formulate plans for research related to all aspects of the NAEB. After full consultation, the Director of Studies and/or the Committee shall make research recommendations to the Board. The Committee shall be advisory to the Director of Studies rather than administrative in character. Therefore, the Director of Studies shall be responsible for administration to the Board.

NEED FOR FULL INFORMATION BY DIRECTOR OF STUDIES

(3) The Director of Studies shall be consulted before any official correspondence concerning research emanates from the organization.

EXTENT OF AUTHORITY OF DIRECTOR OF STUDIES

(4) All research of NAEB shall be under the general supervision of the Director of Studies. The authority of the Director of Studies and the Research Committee shall include the screening of all research proposals to foundations.

Copied August 19, 1957
Florida State University

TENTATIVE POLICY STATEMENT BY CHEYDLEUR-March 29, 1957

During the first part of the year, Burton Paulu requested a general statement be prepared to determine and explain the function of the NAEB Research Committee. Until such time this group could meet, the following paragraph was submitted for consideration.

It now needs to be edited, revised, etc.

"The functions and operations of the Research Committee are handled by a seven-man committee appointed by the President of the Association. The research objectives of the committee seek to constantly sift and winnow that material which is of interest and help to educational broadcasters. Its specific interests include: the constant examination of basic concepts and the interpretation of data; the sponsorship of research through the graduate centers by financial help through its Grant's-in-Aid program; through holding seminars as needed, to review each year the needs of the committee, the research needs of NAEB committees, those needs of NAEB Headquarters, and of educational broadcasting in general; and the study of long-range problems connected with the future of this committee's work."

On March 20, Harry Skornia made the following remarks:

"In all references I'd delete "7-man" from description of the Committee, leaving this flexible."

"I'd put "devising and encouraging original investigation" ahead of any sifting and winnowing statement."

(back page)

(first page)

Appendix B

N A E B

Grants-In-Aid

for

Educational

Broadcasting

Research

1957 - 1958

If your department does not wish to apply, please give this folder to a colleague in another department.

A Research Activity
of The National Association
of Educational Broadcasters
14 Gregory Hall, Urbana, Illinois

Revised-Approved 8/7/57
Chicago Conference

PURPOSE OF THE GRANTS

These grants-in-aid are offered as a means of fostering original, creative and imaginative research of general significance to educational broadcasting. Through the impetus that may be provided by modest supplementary financial assistance, the NAEB hopes to encourage the development of original research of outstandingly high quality.

AMOUNT OF GRANTS

Grants-in-aid will be made in amounts up to \$500, but requests for smaller amounts will be considered with favor.

USE OF FUNDS

These grants-in-aid are designed to help cover partial expenses of carrying on research projects.

WHO IS ELIGIBLE

Any department of an accredited institution of higher learning may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself may be to the institution, upon proper certification to a responsible member of the faculty. The department of the institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

APPLICATIONS

Applications and complete rules regarding applications may be obtained from:

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

WHEN TO APPLY

Completed applications must be submitted not later than December 31, 1957. These will be examined by the NAEB Research Committee to determine those which qualify for the grants.

Winners of grants-in-aid will be announced on or about February 15, 1958.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
 14 Gregory Hall
 Urbana, Illinois

INSTRUCTIONS FOR APPLYING FOR AN NAEB RESEARCH GRANT-IN-AID

Form of Applications

Applications must be submitted in nine copies and should consist of two main sections, as follows:

Section I (should be limited to one or two pages) should state as a whole the following:

- 1-The substantial benefits to education and broadcasting (radio and/or TV) that reasonably may be expected to result from this study.
- 2-The hypothesis of the study.
- 3-The problem of the study.
- 4-The relationships of the proposed study to existing studies.
- 5-The sources of raw data, and materials and procedures of the study.

Section II should indicate the following information:

- 1-The expected date by which the following will be submitted to the NAEB; (a) two copies of the full report of the study, (b) nine copies of a 600-word abstract of the full report, and (c) two copies of a financial report, together with any unexpended NAEB funds.
- 2-A statement of the names and titles of those who will serve as active consultants for the project, will supervise the research, and will execute the details of the study.
- 3-A budget of all items that will be provided for the research, indicating (a) what will be provided by the applicant, (b) what additional amounts are needed, (c) what will be provided by sources other than the applicant and the NAEB, and (d) what is proposed to be provided by NAEB. Amounts of \$500.00 or less may be provided by NAEB.
- 4-A statement that no grant funds will be expended for (a) administration of the grant, (b) space and ordinary facilities of the institution, (c) or purchase of capital equipment.
- 5-The expected date by which a final financial accounting of the use of the grant funds will be made to NAEB.
- 6-The understanding that the NAEB has first right to publish a report of the study if it so desires, with all other publications rights retained by the grantee, provided that such publication bear acknowledgement of the grant.
- 7-The approval and acceptance of the grant by the institution.
- 8-The approval and acceptance of administrative responsibility for the study by the head of the department in which the work is to be done.

Submission of Applications

Applications must be submitted to Raymond D. Cheydleur, University Broadcasting Services, Florida State University, Tallahassee, and must be postmarked not later than December 31, 1957. Grants will be announced on or about February 15, 1958.

Educational Broadcasters, the National Project on Agricultural Communications, and research centers in educational institutions should constitute a part of the Seminar review.

The need is equally great at the local level. Educational radio stations have not been able to develop a systematic research program in relation to their broadcasts, audiences, and educational purposes. While special surveys have been undertaken at various stations, none has consistently maintained a continuing research program nor maintained regular research service. Primarily this has been a reflection on the constant struggle for financial support and the tendency to put available time, attention, and money into programs rather than into such "extraneous" functions as research or promotion.

The establishment of educational television stations with their higher costs, greater dependence upon public support (and what appears to be a higher educational potential than radio) has focused more attention on research. While few stations have full-time research services, several have established research projects and carried on a variety of studies in relation to audience size and composition, program evaluation, and audience needs. But these studies, in most cases, have depended upon the availability of special financing or of graduate students willing to make such studies.

Research, then, in both educational radio and television stations tends to be a part-time activity of persons with other responsibilities. Such persons are not always able to keep up with the latest thinking in the field or to avail themselves of newly-developed techniques. Even when there is a full-time research worker there is a need for the exchange of ideas and techniques because the type of research most helpful to educational broadcasters is in the process of development and wide experimentation and comparison is essential. Because there is reason to believe educational television and radio stations may in the future play a more vital and less peripheral role in the educational process of their institutions, the need

becomes even more acute.

A Seminar bringing together the research personnel from the various stations with stimulation and technical assistance from experts in a variety of related social research fields is an urgent requirement at this crucial time in the development of educational broadcasting.

General Features of the Seminar

It is proposed that the Seminar be held at the new Ohio Union, that lunch and dinner be provided there as a part of the group experience and that housing accommodations for staff and participants be in the Deshler-Hilton Hotel - a short direct bus ride from the Ohio Union.

Alternate dates suggested are November 18 to 22, December 9 to 13, or January 13 to 17. The suggested duration of the conference is five days from Monday through Friday.

It is assumed that the Seminar would involve a group of twenty participants from educational broadcast stations throughout the country. Staff would be of two types: those remaining through the Seminar and involved in the progressive development of the program, and short-term specialists, brought in for particular phases, for only a day or two.

The Ohio State University would develop the program cooperatively with the National Association of Educational Broadcasters and its Research Committee. It would be responsible for administering the Seminar and for furnishing a part of the leadership.

Objectives of the Proposed Seminar

It is proposed that the Seminar be planned to contribute to the following objectives:

1. To give a broad perspective to research efforts by presenting the social climate in the United States in which typical problems of broadcasting are fostered.

2. To delineate the varied areas of research appropriate to the educational radio or television station in its coverage area.
3. To delineate a series of significant problems of mutual concern to both commercial and educational broadcasters which might be cooperatively studied and financed.
4. To suggest critical communication research studies of nationwide scope which require large-scale financing.
5. To familiarize participants with a wide range of available research techniques appropriate for study of broadcasting problems on both local and national scales.

Approved 8/7/57
Chicago Conference

Summary of

NAEB RESEARCH GRANTS-in-AID, 1956-57

<u>Institution</u>	<u>Area of Research</u>	<u>Alloted</u>	<u>Due-Date</u>
Ohio University Athens, Ohio	To compare the listenership of the campus radio station WOUI-FM with the listenership of the campus radio station WOUI-AM, to determine the effectiveness in terms of maximum service vs funds expended.	\$300.00	Nov. 31, 1957
Brigham Young Univ.	Would closed-circuit TV provide an answer to the problem of overflow audiences at college basketball games?	200.00	Withdrew after formal approval
Purdue University Lafayette, Ind.	To determine the position of WBAA in relation to the impact of TV in the Lafayette area and to compare present findings with those of a year ago to determine whether WBAA has improved its position?	300.00	June 30, 1957
Syracuse University	To study the problem of courses of study via TV in reference to university policies and procedures for selection, administration, production, and evaluation of such instruction.	100.00	Aug. 15, 1957
Ohio State Univ.	To study the extent to which parents of children from five to ten or eleven years of age exercise control or supervision over the TV programs watched by those children.	160.00	Completed
Univ. of Minnesota Minneapolis	To survey certain audio-visual equipment available to Minnesota schools.	225.00	-----
Michigan State Univ. East Lansing	To determine which matched group of controlled situation students will utilize material more thoroughly when the material is presented primarily by sight...primarily by sound...and in a control situation.	215.00	-----
		<hr/> \$1,500.00	

August 5, 1957
RDC

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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